

NATIONAL TV NIelsen RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 11, 1981

**NIELSEN AVERAGE AUDIENCE**

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	CBS NFL PLAYOFF POST(S)	36.1	28,090
2	DALLAS	35.0	27,230
3	CBS NFL CHAMPIONSHIP GAME(S)	34.9	27,150
4	CBS NFL PLAYOFF GAME(S)	34.8	27,070
5	NFL PLAYOFF GM-SUN(S)	31.5	24,510
6	60 MINUTES	29.5	22,950
7	DUKES OF HAZZARD	29.4	22,870
8	NFL PLAYOFF GM-SUN(S)	29.2	22,720
9	LOVE BOAT	26.2	20,380
10	M*A*S*H	26.1	20,310
11	CBS NFL CHAMPIONSHIP POST(S)	25.7	19,990
12	JEFFERSONS	24.6	19,140
13	ALICE	24.1	18,750
13	CBS NFL PLAYOFF-SAT.(S)	24.1	18,750
13	ORANGE BOWL GAME(S)	24.1	18,750
16	FANTASY ISLAND	24.0	18,670
17	NFL PLAYOFF GAME-SAT(S)	23.8	18,520
17	ONE DAY AT A TIME	23.8	18,520
19	SUGAR BOWL GAME(S)	23.3	18,130
20	HOUSE CALLS	22.9	17,820
21	ARCHIE BUNKER'S PLACE	22.7	17,660
22	LITTLE HOUSE-PRAIRIE	22.2	17,270
23	NBC TUESDAY MOVIE(S)	22.0	17,120
24	ROSE BOWL GAME(S)	21.9	17,040

CONT'D

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	MO (DOO)
1	CBS NFL PLAYOFF POST(S)	27.2	56,780
2	DALLAS	24.9	51,900
3	DUKES OF HAZZARD	24.2	50,540
4	NFL PLAYOFF GM-SUN(S)	24.2	50,510
5	CBS NFL CHAMPIONSHIP GAME(S)	24.1	50,300
6	CBS NFL PLAYOFF GAME(S)	23.7	49,390
7	LOVE BOAT	20.6	43,010
8	60 MINUTES	20.5	42,800
9	M*A*S*H	19.8	41,390
10	NFL PLAYOFF GM-SUN(S)	18.0	37,580
11	LITTLE HOUSE-PRAIRIE	17.9	37,330
12	JEFFERSONS	17.8	37,160
13	CHIPS	17.5	36,540
14	FANTASY ISLAND	17.2	35,970
15	ALICE	17.2	35,920
16	ORANGE BOWL GAME(S)	17.2	35,850
17	CBS NFL CHAMPIONSHIP POST(S)	17.1	35,680
18	ONE DAY AT A TIME	17.0	35,470
19	ENOS#	17.0	35,390
20	HOUSE CALLS	15.9	33,220
21	ARCHIE BUNKER'S PLACE	15.9	33,170
22	NBC TUESDAY MOVIE(S)	15.9	33,140
23	LAYERNE & SHIRLEY	15.7	32,810

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	TRAPPER JOHN, M.D.	21.7	16,880
26	THREE'S COMPANY	21.3	16,570
27	NBC MONDAY NIGHT MOVIES	20.9	16,260

TOTAL PERSONS (2+)			AUDIENCES	
RANK	CITY, STATE	PROGRAM	% U.S.	NO. (000)
1	NEW YORK	THE NEW YORK TIMES	10.0	10,000
2	NEW YORK	THE NEW YORK TIMES	9.5	9,500
3	NEW YORK	THE NEW YORK TIMES	9.0	9,000
4	NEW YORK	THE NEW YORK TIMES	8.5	8,500
5	NEW YORK	THE NEW YORK TIMES	8.0	8,000
6	NEW YORK	THE NEW YORK TIMES	7.5	7,500
7	NEW YORK	THE NEW YORK TIMES	7.0	7,000
8	NEW YORK	THE NEW YORK TIMES	6.5	6,500
9	NEW YORK	THE NEW YORK TIMES	6.0	6,000
10	NEW YORK	THE NEW YORK TIMES	5.5	5,500
11	NEW YORK	THE NEW YORK TIMES	5.0	5,000
12	NEW YORK	THE NEW YORK TIMES	4.5	4,500
13	NEW YORK	THE NEW YORK TIMES	4.0	4,000
14	NEW YORK	THE NEW YORK TIMES	3.5	3,500
15	NEW YORK	THE NEW YORK TIMES	3.0	3,000
16	NEW YORK	THE NEW YORK TIMES	2.5	2,500
17	NEW YORK	THE NEW YORK TIMES	2.0	2,000
18	NEW YORK	THE NEW YORK TIMES	1.5	1,500
19	NEW YORK	THE NEW YORK TIMES	1.0	1,000
20	NEW YORK	THE NEW YORK TIMES	0.5	500

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 11, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.5	24,840
2	CBS NFL PLAYOFF POST(S)	24.5	19,940
3	60 MINUTES	23.2	18,910
4	LOVE BOAT	22.8	18,400
5	DUKES OF HAZZARD	22.5	18,340
6	M*A*S*H	22.2	18,070
7	JEFFERSONS	21.4	17,480
8	ALICE	20.6	16,790
9	LITTLE HOUSE-PRAIRIE	20.4	16,660
10	ONE DAY AT A TIME	20.2	16,430
11	HOUSE CALLS	19.7	16,050
12	FANTASY ISLAND	19.4	15,830
13	NFL PLAYOFF GM-SUN(S)	19.1	15,580
14	ARCHIE BUNKER'S PLACE	19.1	15,540
15	CBS NFL CHAMPIONSHIP GAME(S)	18.8	15,310
16	KNOTS LANDING	18.2	14,810
16	WALTONS	18.2	14,810
18	TRAPPER JOHN, M.D.	18.1	14,770

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL PLAYOFF GAME(S)	35.8	26,230
2	CBS NFL CHAMPIONSHIP GAME(S)	34.3	25,190
3	CBS NFL PLAYOFF POST(S)	34.3	25,140
4	NFL PLAYOFF GM-SUN(S)	31.8	23,300
5	NFL PLAYOFF GM-SUN(S)	29.5	21,680
6	ORANGE BOWL GAME(S)	25.4	18,620
7	60 MINUTES	24.4	17,910
8	DALLAS	23.8	17,480
9	SUGAR BOWL GAME(S)	23.3	17,070
10	CBS NFL CHAMPIONSHIP POST(S)	23.2	17,030
11	ROSE BOWL GAME(S)	22.9	16,830
12	NFL PLAYOFF GAME-SAT(S)	22.6	16,570
13	CBS NFL PLAYOFF-SAT(S)	21.9	16,090
14	DUKES OF HAZZARD	21.0	15,380
15	NBC TUESDAY MOVIE(S)	19.7	14,460
16	NFL '80-SUN(S)	18.4	13,490
17	LOVE BOAT	18.1	13,250
18	M*A*S*H	18.0	13,200
19	JEFFERSONS	17.4	12,800
20	20/20#	17.1	12,570
21	CHIPS	17.1	12,520
22	ABC SUNDAY NIGHT MOVIE	17.0	12,480
23	ALICE	16.8	12,320
24	ONE DAY AT A TIME	16.7	12,220

CONT'D

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	BIG EVENT	16.4	12,060
26	FANTASY ISLAND	16.4	12,030
27	ARCHIE BUNKER'S PLACE	16.3	11,970
28	FLAMINGO ROAD#	16.2	11,880

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	BIG EVENT	16.4	12,060
26	FANTASY ISLAND	16.4	12,030
27	ARCHIE BUNKER'S PLACE	16.3	11,970
28	FLAMINGO ROAD#	16.2	11,880

CONT'D



## NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 11, 1981

## NIELSEN AVERAGE AUDIENCE

## WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	28.2	14,350
2	LOVE BOAT	22.6	11,510
3	M*A*S*H	21.8	11,110
4	FANTASY ISLAND	21.1	10,730
5	NFL PLAYOFF GM-SUN(S)	20.4	10,360
6	CBS NFL PLAYOFF POST(S)	20.3	10,320
7	DUKES OF HAZZARD	19.9	10,130
8	JEFFERSONS	18.2	9,260
9	BIG EVENT	18.2	9,230
10	HOUSE CALLS	17.8	9,030
11	CHIPS	17.7	8,980
12	60 MINUTES	17.4	8,870
13	KNOTS LANDING	17.4	8,860
14	ALICE	17.3	8,820
15	LITTLE HOUSE-PRAIRIE	17.2	8,740
16	ONE DAY AT A TIME	17.2	8,730
17	CBS NFL CHAMPIONSHIP GAME(S)	17.1	8,670
18	MAGNUM, P.I.#	16.9	8,600

## WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	33.7	8,370
2	60 MINUTES	33.7	8,360
3	CBS NFL PLAYOFF POST(S)	31.7	7,870
4	WALTONS	28.1	6,970
5	JEFFERSONS	27.9	6,910
6	DUKES OF HAZZARD	27.3	6,770
7	LITTLE HOUSE-PRAIRIE	26.9	6,680
8	ALICE	26.9	6,670
9	ARCHIE BUNKER'S PLACE	26.2	6,500
10	ONE DAY AT A TIME	25.8	6,400
11	REAL PEOPLE	23.1	5,720
12	BARBARA MANDRELL	23.0	5,710
13	HOUSE CALLS	22.7	5,640
14	LOVE BOAT	22.5	5,580
15	M*A*S*H	22.4	5,550
16	TOURNAMENT-ROSES PARADE(S)	22.0	5,470
17	TRAPPER JOHN, M.D.	22.0	5,460

## MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL PLAYOFF GAME(S)	34.9	16,970
2	CBS NFL CHAMPIONSHIP GAME(S)	30.9	15,040
3	NFL PLAYOFF GM-SUN(S)	30.5	14,820
4	CBS NFL PLAYOFF POST(S)	30.3	14,750
5	NFL PLAYOFF GM-SUN(S)	30.0	14,570
6	ORANGE BOWL GAME(S)	23.3	11,310
7	DALLAS	22.4	10,880
8	SUGAR BOWL GAME(S)	21.2	10,320
9	NBC TUESDAY MOVIE(S)	20.8	10,120
10	NFL PLAYOFF GAME-SAT(S)	20.5	9,980
11	CBS NFL CHAMPIONSHIP POST(S)	20.3	9,880
12	ROSE BOWL GAME(S)	20.1	9,770
13	CBS NFL PLAYOFF-SAT(S)	19.4	9,450
14	60 MINUTES	19.2	9,330
15	DUKES OF HAZZARD	19.0	9,250
16	CHIPS	18.8	9,150
17	NFL '80-SUN(S)	18.3	8,910
18	BIG EVENT	17.7	8,620
19	LOVE BOAT	17.6	8,570
20	ABC SUNDAY NIGHT MOVIE	17.3	8,410
21	20/20#	16.9	8,220
22	M*A*S*H	16.7	8,120
23	CBS NFL CHAMPIONSHIP PRE(S)	16.4	7,970
24	FANTASY ISLAND	16.3	7,940

CONT'D

## MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL PLAYOFF POST(S)	38.3	7,410
2	CBS NFL CHAMPIONSHIP GAME(S)	38.3	7,400
3	60 MINUTES	35.6	6,890
4	CBS NFL PLAYOFF GAME(S)	35.5	6,860
5	NFL PLAYOFF GM-SUN(S)	33.2	6,420
6	CBS NFL CHAMPIONSHIP POST(S)	27.7	5,360
7	NFL PLAYOFF GM-SUN(S)	27.7	5,350
7	ORANGE BOWL GAME(S)	27.7	5,350
9	ARCHIE BUNKER'S PLACE	27.5	5,310
10	ROSE BOWL GAME(S)	27.4	5,290
11	CBS NFL PLAYOFF-SAT(S)	27.3	5,270
12	SUGAR BOWL GAME(S)	26.4	5,100
13	DALLAS	26.2	5,060
14	ONE DAY AT A TIME	25.9	5,000
15	NFL PLAYOFF GAME-SAT(S)	25.7	4,970
16	DUKES OF HAZZARD	24.8	4,800
17	JEFFERSONS	24.8	4,790
18	ALICE	24.4	4,720
19	LOBO	23.3	4,510
20	TOURNAMENT-ROSES PARADE(S)	21.8	4,220
21	BARBARA MANDRELL	20.9	4,040
22	CBS EVENING NEWS-CRONKITE	20.5	3,960
23	LITTLE HOUSE-PRAIRIE	20.4	3,940
24	WALTONS	20.1	3,890

CONT'D

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## NIELSEN AVERAGE AUDIENCE

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	BARNEY MILLER#	15.6	7,590
26	HART TO HART#	15.2	7,410
27	ENOS#	14.9	7,230
28	MAGNUM, P.I.#	14.8	7,180
29	NBC MONDAY NIGHT MOVIES	14.6	7,100

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	M*A*S*H	20.0	3,860
26	NBC NIGHTLY NEWS	19.8	3,820
27	FLAMINGO ROAD#	19.2	3,710

## NOTES







## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
													WOMEN					MEN																	
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
ALICE-CONT'D																																			
1 SUN. 9.24P 30 CBS CS 99 99																																			
2 SUN. 9.00P 30																																			
ARCHIE BUNKER'S PLACE 10 197 196																																			
1 SUN. 8.24P 30 CBS CS 99 99																																			
2 SUN. 8.00P 30																																			
BARBARA MANDRELL 8 193 187																																			
SAT. 8.00P 60 NBC GV 98 94																																			
8.00 - 8.30																																			
8.30 - 9.00																																			
BARNEY MILLER 7 199																																			
2 THU. 9.00P 30 ABC CS 99																																			
BENSON 9 200 197																																			
FRI. 8.00P 30 ABC CS 97 97																																			
BIG EVENT 15 200 202																																			
1 SUN. 9.00P 120 NBC FV 99 99																																			
2 SUN. 9.36P 120																																			
9.00 - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
11.00 - 11.30																																			
BOSOM BUDDIES 6 194 197																																			
THU. 8.30P 30 ABC CS 99 98																																			
BREAKING AWAY 6 197 189																																			
SAT. 8.00P 60 ABC CS 98 97																																			
8.00 - 8.30																																			
8.30 - 9.00																																			
CBS EVENING NEWS-CRONKITE 70 195 197																																			
M-F 6.30P 30 CBS N 99 99																																			
CBS EVENING NEWS-DEAN 8 167																																			
2 SUN. 6.30P 30 CBS N 92																																			
CBS REPORTS(S) 190																																			
1 THU. 10.00P 60 CBS DN 99																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
CBS REPORTS(S) 183																																			
1 SAT. 10.00P 60 CBS DN 98																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
CBS SAT. NEWS-SCHIEFFER 15 143 145																																			
SAT. 6.30P 30 CBS N 85 85																																			



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM NAME					I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
CBS TUESDAY NIGHT MOVIES					6	189	191	A	19.6	30	1525	1791	786	355	901	305	521	466	419	306	602	221	353	337	268	195	138	79	150	109
TUE. 9.00P 120 CBS FF					98	97	B	18.9	29	1470	1805	730	319	850	341	541	450	373	242	627	240	390	360	302	175	170	84	158	101	
9.00 - 9.30							A	18.1	27	1408	1862	794	351	908	296	508	444	417	329	597	197	335	335	296	212	130	68A	227	145	
9.30 - 10.00							A	18.6	28	1447	1836	789	338	905	296	513	461	417	315	617	218	356	343	298	204	133	70A	181	132	
10.00 - 10.30							A	20.7	32	1610	1742	770	357	889	309	523	465	413	295	598	226	354	331	281	190	141	89	114	95	
10.30 - 11.00							A	20.9	34	1626	1747	794	374	908	314	545	494	435	288	602	236	365	336	283	181	148	88	89	71A	
CBS WEDNESDAY NIGHT MOVIE					8		180	A	16.4	26	1276	1902	699	209	759	259	449	432	414	217	820	259	487	494	445	240	202	88A	121A	83A
2 WED. 9.00P 120 CBS FF						97	B	18.2	29	1416	1735	743	264	828	286	491	442	410	264	617	199	357	352	312	201	155	75	135	97	
9.00 - 9.30							A	16.3	24	1268	2062	745	227	814	282	472	452	423	251	854	266	495	470	450	279	205	73A	189	131A	
9.30 - 10.00							A	17.0	25	1323	1960	705	230	773	271	459	443	408	218	831	243	483	500	473	256	213	102A	143	99A	
10.00 - 10.30							A	16.5	27	1284	1842	690	220	737	243	441	427	426	201	810	252	499	531	461	213	216	96A	79A	49A	
10.30 - 11.00							A	15.8	27	1229	1735	653	156A	708	235	422	399	402	198	782	274	465	481	399	213	176A	80A	69A	53A	
CHARLIE'S ANGELS					6	199	200	A	17.1	24	1330	1989	684	285	751	250	421	372	372	256	668	258	391	364	342	175	330	174	240	171
SUN. 8.00P 60 ABC PD					99	99	B	17.6	26	1369	1961	688	329	766	292	480	431	380	210	688	253	408	370	341	208	268	150	239	174	
8.00 - 8.30							A	15.6	22	1214	2020	704	292	766	259	422	381	374	263	655	255	380	355	335	172	341	184	258	187	
8.30 - 9.00							A	18.6	26	1447	1953	665	279	736	246	419	361	367	250	678	262	403	367	348	180	315	163	224	158	
CHIPS					5	212	213	A	20.4	28	1587	2302	716	308	808	366	564	483	366	182	790	362	578	518	366	157	226	81	478	331
1 SUN. 8.00P 60 NBC OP					99	99	B	19.6	28	1525	2259	715	286	815	350	537	443	345	219	739	312	517	463	339	172	245	98	460	316	
2 SUN. 8.36P 60								A	20.1	28	1564	2292	742	338	836	396	593	477	369	206	676	316	499	401	296	163	226	81A	554	359
8.00 - 8.30							A	20.0	28	1556	2260	698	309	782	339	526	459	352	199	778	341	558	515	369	163	215	73A	485	334	
8.30 - 9.00																														
9.00 - 9.30							A	21.2	29	1649	2368	715	276	815	377	590	512	372	137A	885	419	653	607	409	144	235	83A	433	326	
DALLAS					9	206	206	A	35.0	57	2723	1906	851	315	913	326	528	490	417	309	643	248	399	379	307	187	185	98	165	133
FRI. 10.00P 60 CBS GD					99	99	B	37.6	61	2925	1909	837	311	928	355	555	493	406	300	634	248	384	343	293	203	174	100	173	139	
10.00 - 10.30							A	34.9	57	2715	1917	848	309	909	318	518	483	418	315	640	239	393	373	313	190	192	100	176	138	
10.30 - 11.00							A	35.1	58	2731	1891	854	319	913	333	535	494	418	300	643	255	406	386	301	182	179	95	156	128	
DIFF'RENT STROKES					8	184	203	A	19.6	32	1525	2074	789	298	863	249	423	424	388	348	581	189	321	319	277	202	268	133	362	265
WED. 9.00P 30 NBC CS					95	98	B	19.9	31	1548	1944	754	305	809	234	418	402	381	319	558	165	299	288	266	216	257	105	320	241	
DISNEY'S WONDERFUL WORLD					11	210		A	16.7	24	1299	2093	681	305	799	312	510	484	383	236	559	241	394	327	257	140A	208	74A	527	347
1 SUN. 7.00P 60 NBC FV					99		B	15.9	25	1237	2326	658	290	739	316	488	428	319	202	672	290	467	402	312	163	262	110	653	409	
7.00 - 7.30							A	14.8	21	1151	1392	693	303	809	305	498	480	390	253	542	234	365	311	249	145A	189A	60A	452	294	
7.30 - 8.00							A	18.7	26	1455	2151	667	304	785	316	516	482	373	219	568	247	413	333	260	136A	216	82A	582	385	
DUKES OF HAZZARD					8	205	205	A	29.4	46	2287	2210	767	269	802	243	442	438	402	296	674	210	404	387	376	210	224	129	510	386
FRI. 9.00P 60 CBS CS					99	99	B	27.7	44	2155	2150	750	276	815	279	477	432	385	276	651	212	384	351	338	221	205	104	479	350	
9.00 - 9.30							A	28.2	44	2194	2256	756	259	794	241	435	426	393	300	680	217	420	394	379	204	228	129	554	419	
9.30 - 10.00							A	30.6	48	2381	2163	776	279	809	249	450	446	406	292	662	201	387	377	372	214	221	126	471	356	
EIGHT IS ENOUGH					9	188	202	A	17.0	27	1323	1909	787	270	865	365	540	443	328	262	523	193	324	317	238	147	176	115	345	251
WED. 8.00P 60 ABC CS					98	99	B	18.0	28	1400	1911	773	314	873	382	556	466	336	256	516	221	321	267	197	165	198	129	324	225	
8.00 - 8.30							A	16.7	27	1299	1922	782	273	865	359	540	438	335	264	525	198	327	318	236	146	183	118	349	261	
8.30 - 9.00							A	17.3	28	1346	1895	792	265	864	370	540	446	322	259	519	188	322	319	240	147	171	112	341	244	
ENOS					6		186	A	17.4	25	1354	2014	851	374	884	306	539	475	481	291	828	324	536	463	416	227	327	139A	575	392
2 WED. 8.00P 60 CBS CS						98	B	16.5	25	1384	2149	668	281	724	236	421	395	374	241	696	243	441	399	370	202	252	104	477	318	
8.00 - 8.30							A	17.3	25	1346	2490	826	366	866	281	493	450	483	306	779	294	495	411	393	229	305	135A	540	371	
8.30 - 9.00							A	17.5	25	1362	2730	872	379	898	325	579	502	481	273	871	352	570	519	434	221	353	145A	608	409	
FACTS OF LIFE					8	174	196	A	18.2	31	1416	2012	729	319	850	244	431	388	392	347	540	135	262	287	280	216	303	165	319	235
WED. 9.30P 30 NBC CS					93	97	B	18.4	30	1432	1984	768	311	842	246	449	424	397	328	566	153	300	306	284	216	289	139	287	218	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
FANTASY ISLAND																															
SAT.		10.00P	60	ABC	A	10	201	198	A	24.0	42	1867	1927	780	391	849	352	576	515	380	213	644	278	426	381	279	168	188	103	246	184
						99	99		B	21.8	39	1696	1904	764	330	847	352	550	476	364	238	598	259	393	333	248	169	208	117	251	196
		10.00 - 10.30							A	24.1	41	1875	1968	785	397	854	356	586	525	390	209	652	282	433	384	283	169	197	105	265	202
		10.30 - 11.00							A	23.9	43	1859	1880	770	383	840	346	562	502	370	216	634	273	416	375	271	167	181	102	225	165
FLAMINGO ROAD																															
2 TUE.		9.00P	120	NBC	GD	1	202		A	20.5	31	1595	1711	646	290	732	248	397	409	383	234	744	247	437	452	362	232	170	100	65	44
							99		B	20.5	31	1595	1711	646	290	732	248	397	409	383	234	744	247	437	452	362	232	170	100	65	44
		9.00 - 9.30							A	20.3	29	1579	1763	682	295	774	215	395	417	413	277	707	217	404	437	362	222	180	99	102	56
		9.30 - 10.00							A	20.6	30	1603	1763	654	307	747	248	411	441	388	229	732	236	432	450	355	229	193	110	91	54
		10.00 - 10.30							A	20.7	32	1610	1688	629	278	711	260	398	410	376	211	780	265	469	474	378	240	159	100	38	38
		10.30 - 11.00							A	20.5	33	1595	1610	615	277	689	264	378	370	351	218	752	267	439	446	353	234	144	91	25	25
FLO																															
2 MON.		8.00P	30	CBS	CS	8	188		A	17.7	25	1377	1911	787	295	816	215	422	412	440	320	677	195	388	369	356	210	153	22	265	160
							98		B	18.6	27	1447	1771	741	260	822	232	412	392	379	342	537	161	298	287	268	195	156	68	256	170
FREEBIE AND THE BEAN																															
2 SAT.		9.00P	60	CBS	A	4	175		A	11.3	18	879	2210	766	312	848	340	618	535	466	154	881	435	603	526	347	179	302	65	179	143
							95		B	11.6	19	902	2057	693	276	761	255	473	457	412	203	750	290	456	477	372	185	254	103	292	244
		9.00 - 9.30							A	11.5	19	895	2255	783	323	866	356	638	534	472	151	879	431	600	500	345	185	305	59	205	166
		9.30 - 10.00							A	11.2	18	871	2134	738	296	819	318	593	525	456	156	873	436	600	544	345	171	293	67	149	119
FREEBIE AND THE BEAN(B)																															
1 MON.		8.00P	60	CBS	A		175		A	14.9	22	1159	1903	736	273	815	270	493	476	421	234	645	276	441	419	323	154	141	44	302	241
							98		A	15.0	23	1167	1972	760	253	832	256	495	489	448	249	665	282	452	424	336	162	168	58	307	254
		8.00 - 8.30							A	14.8	22	1151	1824	706	291	793	286	492	462	390	215	622	268	429	412	312	146	114	30	295	226
		8.30 - 9.00																													
GATOR BOWL FOOTBALL GAME(S)																															
1 MON.		9.00P	188	ABC	SE		201		A	14.8	25	1151	1613	421	174	497	104	229	222	261	221	850	276	484	497	432	290	144	47	122	119
							99		A	15.6	24	1214	1722	474	188	589	116	265	264	285	275	851	272	469	496	419	289	162	64	120	120
		9.00 - 9.30							A	16.6	25	1291	1692	451	192	533	107	247	249	267	233	877	301	505	519	417	295	144	51	138	138
		9.30 - 10.00							A	16.6	25	1291	1655	404	197	478	116	250	218	263	182	915	332	539	524	434	295	127	42	135	135
		10.00 - 10.30							A	14.8	24	1151	1560	390	177	448	100	225	200	256	179	852	269	474	482	447	300	156	58	104	104
		10.30 - 11.00							A	14.7	27	1144	1489	379	139	429	87	183	194	229	199	813	248	483	503	442	265	128	30	119	108
		11.00 - 11.30							A	12.2	28	949	1498	414	135	474	86	188	200	252	238	790	223	435	451	450	300	127	21	107	100
HAPPY DAYS																															
TUE.		8.00P	30	ABC	CS	8	193	203	A	19.4	29	1509	2157	714	309	792	341	533	472	341	203	541	233	371	341	243	127	270	160	554	386
							97	98	B	20.8	31	1618	1985	679	302	764	329	502	416	324	215	546	236	363	308	238	147	239	130	436	305
HART TO HART																															
2 TUE.		10.00P	60	ABC	PD	6	202		A	18.8	29	1463	1865	731	284	804	343	545	463	362	207	759	306	508	470	355	177	261	170	41	24
							99		B	20.3	33	1579	1717	751	281	818	323	519	460	374	232	632	268	409	351	275	184	178	110	89	63
		10.00 - 10.30							A	19.0	29	1478	1847	716	272	791	321	515	448	361	217	757	299	501	475	361	175	251	163	48	31
		10.30 - 11.00							A	18.6	30	1447	1874	745	295	813	363	569	474	362	195	753	311	509	461	346	176	273	177	35	16
HOUSE CALLS																															
MON.		9.30P	30	CBS	CS	7	192	197	A	22.9	34	1782	1864	833	344	900	328	507	481	401	317	605	240	354	308	276	197	182	105	177	150
							97	97	B	22.6	33	1758	1692	773	331	846	324	503	468	384	269	577	234	347	303	255	184	144	78	125	94
I'M A BIG GIRL NOW																															
FRI.		8.30P	30	ABC	CS	9	201	196	A	17.7	28	1377	1884	800	328	870	290	518	495	433	277	510	165	263	307	264	160	233	161	271	199
							98	98	B	16.7	27	1299	1819	771	306	849	273	464	445	416	302	547	174	302	304	277	187	196	117	227	165
INCREDIBLE YULE																															
FRI.		8.00P	60	CBS	SF	7	190	190	A	18.0	30	1478	2210	718	301	796	263	425	418	354	292	696	292	471	411	320	192	197	124	521	316
							96	99	B	18.3	30	1424	2118	997	284	764	271	453	419	349	250	678	256	424	377	316	212	179	96	497	304
		8.00 - 8.30							A	17.4	27	1354	2183	731	305	813	271	426	421	358	302	701	293	461	400	318	205	196	131	473	277
		8.30 - 9.00							A	20.6	32	1603	2226	708	298	780	254	419	414	352	283	691	290	479	416	320	181	195	118	560	349
IT'S A LIVING																															
1 THU.		9.00P	30	ABC	CS	8	193	201	A	18.3	28	1424	1907	721	322	784	343	530	461	361	191	644	282	452	406	307	141	237	130	242	167
							98	99	B	17.7	28	1377	1796	725	305	803	336	519	447	358	217	613	257	415	356	268	162	185	99	195	149
2 THU.		9.30P	30																												



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1ST JAN. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
JEFFERSONS										9	195	192	A	24.6	35	1914	1941	875	355	914	266	485	462	438	361	667	231	368	338	299	250	232	125	128	81
1	SUN.	9.54P	30	CBS	CS	99	99	B	24.4	36	1898	1838	837	308	917	262	472	445	423	373	617	184	316	296	283	255	168	91	136	99					
2	SUN.	9.30P	30																																
KNOTS LANDING										6	190	200	A	20.5	32	1595	1939	845	373	928	366	554	495	407	292	626	244	382	335	285	192	203	154	182	131
1	THU.	9.00P	60	CBS	GD	99	99	B	17.8	29	1385	1770	817	328	890	336	522	473	399	281	584	225	356	303	265	184	160	103	136	97					
2	THU.	10.00P	60																																
		9.00 - 9.30						A	19.4	29	1509	2058	833	360	915	343	483	428	334	366	673	288	395	389	259	200	226	149	244	179					
		9.30 - 10.00						A	23.6	36	1836	2071	848	440	963	402	626	520	392	273	590	240	371	357	249	165	249	174	269	186					
		10.00 - 10.30						A	19.6	32	1525	1803	836	314	892	344	523	492	445	272	628	224	379	300	324	211	165	145	118	93					
		10.30 - 11.00						A	19.5	33	1517	1759	856	354	920	366	566	517	455	259	614	220	382	296	311	195	155	136	70	59					
LADIES' MAN										8		182	A	18.3	25	1424	1828	751	272	788	263	461	446	408	258	682	218	423	376	360	201	128	24	230	138
2	MON.	8.30P	30	CBS	CS		98	B	17.7	26	1377	1767	740	258	808	265	447	407	373	293	557	191	329	307	274	179	175	85	227	151					
LAVERNE & SHIRLEY										7	196	204	A	20.3	30	1579	2078	699	308	777	362	545	476	312	191	547	244	389	354	251	116	233	154	521	336
	TUE.	8.30P	30	ABC	CS	97	98	B	20.8	31	1618	1944	678	313	764	340	513	430	319	204	535	238	364	311	229	136	208	127	437	295					
LITTLE HOUSE-PAIRIE										14	212	214	A	22.2	32	1727	2162	843	346	964	335	506	437	404	387	612	197	338	311	298	229	221	126	365	237
	MON.	8.00P	60	NBC	GD	99	99	B	22.0	32	1712	1919	803	293	896	318	476	418	355	359	522	167	269	246	233	222	173	112	328	205					
		8.00 - 8.30						A	21.4	31	1865	2157	838	338	960	336	498	425	399	391	628	199	343	311	306	239	220	128	349	230					
		8.30 - 9.00						A	23.1	33	1797	2150	843	350	963	331	510	450	406	380	595	193	333	314	290	217	216	123	376	240					
LOBO										2	199	196	A	20.3	30	1579	1958	747	261	811	216	392	374	413	337	711	182	352	372	386	286	157	53	279	164
	TUE.	8.00P	60	NBC	A	99	98	B	20.3	30	1579	1958	747	261	811	216	392	374	413	337	711	182	352	372	386	286	157	53	279	164					
		8.00 - 8.30						A	19.8	30	1540	1935	753	250	812	209	371	363	410	354	709	174	337	357	387	297	146	53	268	152					
		8.30 - 9.00						A	20.8	31	1618	1973	739	269	805	221	406	385	412	318	714	192	367	383	384	276	164	54	290	175					
LOU GRANT										10	188	198	A	19.5	31	1517	1593	797	305	853	347	505	492	371	264	555	247	349	311	226	161	119	63	66	57
	MON.	10.00P	60	CBS	GD	97	98	B	18.5	30	1439	1523	757	293	828	339	522	475	358	242	535	227	332	296	230	163	109	54	51	31					
		10.00 - 10.30						A	19.8	30	1540	1576	804	302	855	338	497	483	370	275	545	233	333	296	229	167	110	60	66	56					
		10.30 - 11.00						A	19.1	31	1486	1612	793	307	853	356	514	502	374	253	565	262	366	328	223	154	128	65	66	56					
LOVE BOAT										11	203	198	A	26.2	42	2038	2110	818	377	901	365	563	490	375	272	650	277	422	382	285	177	188	104	371	259
	SAT.	9.00P	60	ABC	CS	99	99	B	25.2	42	1961	1996	781	307	869	330	513	451	365	290	573	230	356	304	245	179	205	122	349	255					
		9.00 - 9.30						A	24.9	40	1937	2122	819	375	901	356	558	486	374	280	649	275	418	380	283	178	197	107	375	254					
		9.30 - 10.00						A	27.5	44	2140	2095	819	378	903	375	572	495	375	268	649	272	421	381	287	180	179	99	364	266					
MAGNUM, P.I.										3		194	A	20.5	32	1595	2041	782	292	904	318	539	490	437	280	737	255	449	421	396	210	174	113	226	157
	2	THU.	9.00P	60	CBS	PD	99	B	21.1	33	1642	1859	757	311	840	275	467	457	420	279	735	223	404	392	391	257	125	60	159	104					
		9.00 - 9.30						A	20.3	31	1579	2049	781	295	904	308	521	476	432	299	713	238	427	401	387	211	178	117	254	172					
		9.30 - 10.00						A	20.8	33	1618	2017	779	287	898	329	553	500	436	260	757	273	470	434	399	208	165	107	197	141					
MARIE										3	196		A	14.5	23	1128	1604	555	227	623	154	303	246	307	300	616	163	292	295	310	255	162	103	203	128
	1	FRI.	8.00P	60	NBC	GV	97	B	14.3	24	1113	1762	674	249	789	266	387	279	301	366	625	181	292	291	270	267	119	73	229	160					
		8.00 - 8.30						A	14.8	23	1151	1541	576	200	627	138	288	247	304	313	587	143	267	294	295	245	144	98	183	114					
		8.30 - 9.00						A	14.1	22	1087	1672	535	255	622	169	320	244	313	289	647	186	320	296	328	267	179	109	224	143					
M*A*S*H										7	194	198	A	26.1	38	2031	2038	825	365	888	360	546	497	394	273	650	267	400	355	304	191	217	113	283	224
	MON.	9.00P	30	CBS	CS	98	98	B	25.7	37	1999	1818	768	346	834	333	514	464	371	254	616	260	385	344	273	178	172	86	196	138					
MITCH MILLER SPECIAL(S)										185			A	12.9	21	1004	1791	830	273	951	182	343	320	448	504	649	126	262	261	363	325	79	60	112	89
	2	SAT.	9.00P	60	NBC	GV	93																												
		9.00 - 9.30						A	12.9	21	1004	1899	853	275	988	196	359	332	459	517	683	146	290	298	386	317	78	61	150	117					
		9.30 - 10.00						A	12.8	20	996	1690	807	269	917	167	326	315	439	491	615	107	235	226	341	331	82	60	76	60					



### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11				
EVENING CONT'D																																
MOMMA THE DETECTIVE(S)						190			A 11.2	17	871	1729	677	415	773	225^	475	509	461	190^	493	153^	262^	249^	257^	188^	159^	49v	304	212		
2 FRI., 9.00P 60 NBC CS						97			A 11.7	18	910	1670	668	396	756	217^	450	488	439	200^	486	146^	247^	249^	257^	198^	136^	31v	292	203^		
9.00 - 9.30									A 10.8	17	840	1768	675	430	780	230^	495	525	481	175^	488	155^	269^	241^	255^	175^	186^	69v	314	219^		
9.30 - 10.00																																
MORK & MINDY						8	195	202	A 18.7	28	1455	2036	688	358	764	369	550	448	324	157	568	265	424	364	246	110	291	157	413	295		
THU., 8.00P 30 ABC CS						99	99		B 18.2	29	1416	2001	670	316	744	346	524	426	308	166	596	278	430	360	254	128	265	139	396	288		
NBC MAGAZINE						11	186		A 8.0	13	622	1458	590	330^	624	144^	395	454	432	118^	658	66v	334^	414	475	244^	142^	53v	34v	20v		
2 FRI., 10.00P 60 NBC DN						96			B 7.7	13	599	1530	666	261	719	163	384	372	400	286	664	157	345	368	372	250	82	30	65	52		
10.00 - 10.30									A 8.2	13	638	1503	604	325^	639	147^	386	460	429	134^	660	69v	361^	424	483	236^	140^	62v	64v	36v		
10.30 - 11.00									A 7.8	13	607	1390	571	332^	602	136^	399	442	432	102^	647	57v	301^	396	464	251^	141^	41v	LT	LT		
NBC MONDAY NIGHT MOVIES						13	201	198	A 20.9	32	1626	1915	759	324	851	362	527	437	332	251	661	255	439	379	312	180	216	94	187	107		
MON., 9.00P 120 NBC FF						99	99		B 20.6	31	1603	1738	770	318	871	332	511	455	384	275	581	202	352	320	280	191	151	84	135	92		
9.00 - 9.30									A 19.1	27	1486	2028	821	342	908	347	537	456	363	292	651	235	434	377	320	179	200	94	269	156		
9.30 - 10.00									A 20.4	30	1587	1951	787	334	872	373	545	463	338	249	671	263	454	392	306	178	198	84	210	126		
10.00 - 10.30									A 22.2	34	1727	1867	727	314	825	356	513	422	327	239	661	256	432	376	304	186	217	94	164	85		
10.30 - 11.00									A 22.0	35	1712	1817	698	305	796	367	505	407	302	224	652	254	427	371	314	176	255	106	114	65^		
NBC NEWS UPDATE-M-F						69	182	181	A 16.5	25	1284	1975	745	304	817	240	430	397	393	310	747	237	419	409	381	251	165	78	246	163		
1 MTWTF 8.58P 1 NBC N						94	95		B 17.6	27	1369	1881	730	270	799	252	419	389	362	309	647	202	346	334	311	245	151	69	264	173		
1 THU., 9.45P 1																																
2 M-W 8.58P 1																																
2 THU., 9.45P 2																																
2 FRI., 8.57P 2																																
NBC NEWS UPDATE-SAT.						14	170	172	A 16.8	26	1291	1984	848	327	917	232	450	427	450	393	869	167	351	389	367	262	133	66^	265	180		
SAT., 8.58P 1 NBC N						94	91		B 13.2	22	1027	1900	785	283	846	213	409	397	407	363	709	194	356	355	363	291	123	44	222	136		
NBC NEWS UPDATE-SUN.						14	185	187	A 19.6	27	1525	2266	751	339	859	374	583	505	388	206	811	372	580	528	380	167	245	84	351	242		
1 SUN., 8.58P 1 NBC N						95	95		B 18.7	27	1455	2096	714	314	797	317	516	457	369	212	778	308	520	462	380	199	199	86	322	220		
2 SUN., 9.34P 1																																
NBC NIGHTLY NEWS-SAT.						11	139		A 11.2	19	871	1960	691	276	843	280	425	300	412	373	752	184^	345	338	388	350	126^	32v	239^	162^		
2 SAT., 6.30P 30 NBC N						83			B 10.0	19	778	1739	730	220	806	193	326	298	340	406	725	151	300	320	353	353	80	34	128	74		
NBC NIGHTLY NEWS-SUN.						6	154		A 8.5	13	661	1567	630	156^	650	91v	204^	265^	381	365	744	167^	274^	318^	436	348^	34v	10v	139^	109^		
1 SUN., 6.30P 30 NBC N						84			B 8.1	14	630	1684	703	200	755	131	270	331	400	389	732	180	295	339	381	336	59	29	138	75		
NBC NIGHTLY NEWS						68	207	207	A 14.4	24	1120	1713	727	205	780	161	317	331	393	394	709	163	305	317	351	341	96	36^	128	83		
1 MTWTF 6.30P 30 NBC N						99	99		B 13.1	23	1019	1616	699	232	756	166	309	303	349	388	670	168	302	299	305	318	69	28	121	79		
2 M-F 6.30P 30																																
NBC SATURDAY NIGHT MOVIES						5	192		A 15.6	26	1214	1987	704	273	777	288	447	429	385	227	751	308	481	413	353	187^	249	110^	210	186^		
1 SAT., 9.00P 120 NBC FF						98			B 13.2	23	1027	1857	696	310	756	260	457	407	371	227	728	249	446	400	377	219	188	75	185	124		
9.00 - 9.30									A 15.7	25	1221	2039	717	248	785	277	450	414	393	249	779	324	487	404	359	210	243	111^	232	175^		
9.30 - 10.00									A 14.5	23	1128	2090	710	270	776	289	450	431	384	230	765	320	483	422	357	190^	303	138^	246	204^		
10.00 - 10.30									A 15.7	26	1221	1914	706	289	783	279	431	432	398	234	716	278	450	404	348	182^	228	104^	187^	187^		
10.30 - 11.00									A 15.7	26	1221	1941	699	286	780	312	466	438	373	206	749	312	504	427	350	171^	230	90^	182^	182^		
NBC THURSDAY NIGHT MOVIES						14	193		A 15.8	25	1229	1771	675	259	776	280	471	387	373	216	735	281	457	425	337	190^	151^	98^	109^	81^		
2 THU., 8.00P 180 NBC FF						98			B 18.6	30	1447	1812	745	280	820	302	507	444	386	242	672	246	418	391	328	194	170	86	150	106		
8.00 - 8.30									A 17.0	26	1323	1882	704	280	800	269	429	375	367	271	761	249	452	457	380	221	145^	76^	176^	120^		
8.30 - 9.00									A 16.0	24	1245	1882	651	247	743	273	444	380	359	215	783	271	485	470	404	196	161^	110^	195	144^		
CONT'D																																



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1ST JAN. 1981 REPORT

[illegible]



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DJR	NET	PROG TYPE	WK 1	WK 2	K E Y	AVG ADD %	AVG SHARE %	AVG AID 0.000	TOTAL PERSONS 2+	LADY WORK OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS 12-17		CHILDREN 2-11										
														WOMEN					MEN					TOTAL FEM		TOTAL 6-11										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+											
EVENING JUNGLE														A 13.6	27	1058	1916	779	310	845	199	423	402	383	397	516	148	343	339	282	154	40	64	415	279	
JANUARY TRAIN(S)-CONT'D														A 14.1	29	1097	1851	773	290	843	211	434	415	381	387	541	161	359	357	295	154	40	76	425	246	
10.00 - 10.30														A 19.2	32	1494	1658	752	293	859	355	559	472	364	251	583	253	364	313	231	191	160	154	56	46	
10.30 - 11.00														B 18.9	31	1470	1643	762	306	847	308	515	474	382	241	627	238	311	351	281	197	160	87	35	73	
10.00 - 10.30														A 18.6	30	1425	1648	762	284	867	347	557	464	371	241	541	226	311	311	224	181	164	121	79	69	
10.30 - 11.00														A 18.8	32	1463	1610	744	304	850	365	559	480	374	241	617	281	400	311	236	186	177	154	33	14	
REALITY JUDGE														A 18.4	30	1432	1946	753	246	804	183	325	329	370	399	728	206	399	417	372	257	183	84	231	149	
10.00 - 10.30														B 21.6	34	1680	1853	738	181	800	235	403	480	371	119	678	211	411	458	311	150	187	64	118	33	
10.30 - 11.00														A 17.8	29	1115	1946	761	243	811	182	323	327	371	411	711	197	389	311	311	151	170	71	233	149	
10.00 - 10.30														A 17.0	30	1478	1438	744	243	793	183	323	328	366	331	721	211	407	407	302	252	196	9	228	149	
10.30 - 11.00														A 5.5	9	428	1692	612	200	656	145	399	471	474	174	738	185	412	415	473	269	136	28	162	162	
10.00 - 10.30														A 5.8	9	451	1596	548	193	587	108	337	416	446	171	760	219	351	422	461	274	109	15	140	140	
10.30 - 11.00														A 5.2	9	405	1783	682	205	731	182	465	456	406	180	708	146	303	405	490	257	163	45	181	181	
SANDFORD														A 14.6	23	1136	1739	877	371	914	265	438	424	429	343	726	173	343	369	402	318	106	39	293	226	
10.00 - 10.30														B 14.6	23	1136	1739	877	371	914	265	438	424	429	343	726	173	343	369	402	318	106	39	293	226	
10.30 - 11.00														A 14.5	23	1136	1739	877	371	914	265	438	424	429	343	726	173	343	369	402	318	106	39	293	226	
10.00 - 10.30														A 14.3	23	1144	1739	877	371	914	265	438	424	429	343	726	173	343	369	402	318	106	39	293	226	
10.30 - 11.00														A 14.3	23	1144	1739	877	371	914	265	438	424	429	343	726	173	343	369	402	318	106	39	293	226	
SECRET S. MIDLAND EXPRESS														A 14.8	18	840	1799	776	301	853	243	457	450	403	318	752	327	496	455	321	227	119	83	75	61	61
10.00 - 10.30														A 11.4	18	887	1634	769	290	806	154	326	406	340	400	652	270	374	376	243	261	67	67	109	94	
10.30 - 11.00														A 11.4	18	887	1634	769	290	806	154	326	406	340	400	652	270	374	376	243	261	67	67	109	94	
10.00 - 10.30														A 29.5	42	2295	1865	745	299	823	233	386	367	375	364	779	253	406	384	360	300	127	60	136	85	
10.30 - 11.00														A 24.6	35	1914	1758	751	302	853	248	394	374	410	373	691	205	364	327	340	275	106	53	108	73	
10.00 - 10.30														A 14.9	25	1159	1854	811	346	867	439	600	480	306	198	687	341	489	444	270	140	187	88	113	70	
10.30 - 11.00														A 13.4	23	1043	1789	747	248	814	187	370	359	401	364	715	184	341	306	334	334	119	51	141	127	
10.00 - 10.30														A 4.4	24	1120	1857	850	354	903	401	611	523	366	216	656	294	431	427	289	138	152	80	146	79	
10.30 - 11.00														A 19.1	28	1441	2097	754	361	852	325	522	479	397	262	716	246	467	377	344	229	207	103	322	234	
10.00 - 10.30														A 19.8	29	1540	2134	775	383	866	352	542	501	384	258	696	232	394	365	341	226	203	105	315	223	
10.30 - 11.00														A 19.8	29	1540	2134	775	383	866	352	542	501	384	258	696	232	394	365	341	226	203	105	315	223	

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	D.R.	NET	TYPE	PRG	WK	WK	WK	Avg	Avg	Total	Lady	Work	WOMEN					MEN					TEENS	CHILDREN					
										%	%	2+	2+	2+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL 6-11			
EVENING CONT'D																															
THOSE AMAZING ANIMALS										14	192	191	A	13.1	19	1019	2196	748	303	837	264	457	418	380	309	624	200	310	338	124	272
SUN. 7.00P 60 ABC PV										97	99	B	13.7	22	1066	2098	730	278	803	289	472	410	348	268	682	247	419	390	124	254	
7.00 - 7.30										A	12.1	17	941	2156	746	301	834	237	429	398	384	330	621	194	302	312	124	252			
7.30 - 8.00										A	14.0	20	1089	2238	750	306	842	284	479	436	381	294	629	208	320	361	124	293			
THREE'S COMPANY										9	191	209	A	21.3	31	1657	1962	694	303	751	332	496	440	310	211	599	245	393	368	124	262
TUE. 9.00P 30 ABC CS										96	99	B	22.7	33	1766	1856	714	298	783	334	501	429	327	230	592	245	375	333	124	262	
TIM CONWAY SHOW										8	188	185	A	17.8	28	1385	2058	750	275	831	312	487	442	367	270	671	280	424	399	124	262
SAT. 8.30P 30 CBS CV										96	96	B	15.0	25	1167	1941	731	254	808	282	445	421	363	284	671	248	394	379	124	262	
TOD CLOSE FOR COMFORT										8	192	209	A	19.4	29	1509	1944	717	293	775	324	495	426	327	237	634	258	427	424	124	262
TUE. 9.30P 30 ABC CS										95	99	B	21.0	32	1634	1757	718	288	784	318	487	423	338	239	592	242	372	343	124	262	
TRAPPER JOHN, M.D.										6	196	193	A	21.7	34	1688	1726	814	339	875	283	478	454	402	325	556	193	311	285	124	262
10.00 - 10.30										A	24.5	37	1906	1774	825	321	892	275	480	447	410	349	534	154	271	252	124	262			
10.30 - 11.00										A	21.5	34	1673	1706	808	325	858	281	460	444	387	321	553	198	314	283	124	262			
11.00 - 11.30										A	19.2	34	1494	1691	812	399	896	302	519	494	423	296	580	226	353	335	124	262			
10.30 - 11.00										A	20.8	35	1618	1747	748	238	823	269	528	459	432	241	791	312	512	500	369	218	109	56	
10.00 - 10.30										A	14.8	26	1151	1692	690	313	763	347	470	352	294	225	578	216	321	279	274	198	214	124	
10.30 - 11.00										A	14.6	27	1136	1677	703	311	753	327	463	366	311	216	584	210	317	274	298	198	195	121	
8.00 - 8.30										A	18.1	27	1408	2024	863	297	979	271	445	401	439	471	631	196	328	311	312	255	139	90	
8.30 - 9.00										A	20.8	31	1618	2040	865	320	977	308	463	412	406	453	655	217	353	320	322	257	137	84	
WHITE SHADOW										3	171	179	A	15.5	23	1206	1377	743	343	852	304	502	427	394	295	585	196	319	326	291	209
8.00 - 8.30										A	14.8	22	1151	1954	739	345	858	305	502	432	399	301	573	178	299	317	293	213	268	145	
8.30 - 9.00										A	16.2	24	1260	1991	742	339	842	300	498	422	389	287	594	211	333	337	287	203	301	148	
WKRP IN CINCINNATI										9	192	188	A	20.4	33	1587	1953	735	272	808	302	461	420	344	269	660	281	410	401	276	183
LATE FRINGE										3	191	A	7.6	29	591	1347	543	169	580	125	277	324	341	245	711	278	443	428	336	195	
ABC NEWS NIGHTLINE MON										13	192	A	4.3	20	335	1358	578	268	727	194	388	367	381	306	472	132	344	356	340	95	
1 MON. 12.39A 21 ABC N										97	B	5.5	27	428	1267	432	144	486	171	282	260	242	155	745	313	464	394	316	221		
ABC NEWS NIGHTLINE M TH										4	192	A	8.7	25	677	1456	617	251	667	214	392	373	376	188	731	271	419	384	351	267	



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	MEAN	AVG AUD %	AVG SHARE %	AVG ALD (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY AGE & SEX CATEGORIES					TEENS 12-17					CHILDREN 2-11									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL 6-11						
LATE FRINGE CONT'D																																	
ABC WEEKEND REPORT -SAT					14	176	174	A	9	0	18	700	1527	617	274	661	303	394	334	294	201	592	234	376	329	274	193	158	95	166	88		
SAT 11 10P					15	ABC	N	93	9	B	8	1	17	630	1525	641	257	687	253	410	382	347	218	616	243	378	333	279	200	117	71	105	71
ABC WEEKEND REPORT SUN.					14	169	168	A	6	5	14	506	1423	603	206	631	188	361	373	417	196	718	344	455	442	335	172	74	37	11	1		
1 SUN 11 10P					15	ABC	N	93	9	B	5	6	13	436	1449	591	248	657	234	390	361	363	183	703	284	436	431	343	191	72	28	27	23
2 SUN 11 00P					15																												
CBS SUNDAY NEWS BRADLEY					16	128	130	A	8	7	19	677	1198	710	229	734	111	248	346	506	349	392	107	177	172	230	188	56	11	16	16		
1 SUN 11 10P					15	CBS	N	70	7	B	7	9	17	615	1486	732	235	823	217	395	386	437	348	566	190	294	254	287	235	65	35	32	17
2 SUN 11 00P					15																												
CHARLIE'S ANGELS 1130					12	175		A	6	2	22	482	1564	548	145	652	202	413	383	391	155	573	179	335	374	383	89	188	118	15	151		
1 THU 12 00M					68	ABC	PD	94		B	4	6	20	358	1320	550	175	618	218	331	321	332	177	546	190	312	275	261	182	130	60	26	26
12 00 12 30								A	6	0	19	467	1541	549	189	665	172	406	468	443	124	571	169	334	377	402	81	196	104	153	151		
12 30 1 00								A	6	4	25	498	1510	563	111	649	211	423	343	378	181	554	181	346	372	373	63	176	108	131	13		
CHARLIE'S ANGELS 1200					1	175		A	5	1	22	397	854	300	63	300	143	156	148	157	116	491	201	269	156	134	222	63	63	11	1		
2 THU 12 00M					68	ABC	PD	95		B	5	1	22	397	854	300	63	300	143	156	148	157	116	491	201	269	156	134	222	63	63	11	1
12 00 12 30								A	5	2	19	405	864	341	84	341	173	173	139	168	126	459	121	210	144	158	249	64	64	11	1		
12 30 1 00								A	5	0	24	389	843	262	49	262	111	142	162	151	100	504	226	290	159	132	214	77	77	11	1		
FANTASY ISLAND 1200					1	170		A	3	9	18	303	960	293	11	293	66	116	102	151	125	591	469	469	155	23	122	11	11	76	11		
2 MON 12 00M					68	ABC	A	92		B	3	9	18	303	960	293	11	293	66	116	102	151	125	591	469	469	155	23	122	11	11	76	11
12 00 - 12 30								A	3	9	15	303	650	155	11	155	11	11	53	82	102	495	313	313	11	30	182	11	11	11	11	11	
12 30 1 00								A	3	3	20	303	1228	402	11	402	122	212	143	201	117	690	592	592	152	22	98	11	11	136	11		
FRIDAYS					13	180	178	A	8.5	24	661	1867	569	276	612	308	513	408	286	71	689	456	601	442	213	58	488	288	78	78			
1 FRI 1 30P					70	ABC	FF	46	46	B	7	2	12	56	1587	571	221	468	287	447	368	257	629	377	537	456	221	67	137	151	93	82	
2 FRI 1 30P					70																												
12 00 - 12 30								A	4	8	14	76	1317	595	31	625	305	512	412	312	81	716	457	606	368	24	94	464	265	92	92		
12 30 - 1 00								A	7.7	23	599	1851	565	261	616	316	523	419	272	72	664	464	612	439	189	27	512	323	59	59			
HAPPY MONDAY					18			A	4	1	16	239	1380	417	325	966	356	528	436	428	166	659	250	303	309	124	244	145	76	201	108		
1 WED. 11 30P					99	CBS	GV	99		A	11.7	28	910	2068	754	332	953	273	474	424	463	419	670	217	352	325	335	269	156	46	289	165	
11 30 - 12 00								A	9.6	25	747	1972	731	334	980	345	530	444	441	359	714	274	389	341	340	250	111	68	187	70			
12 00 - 12 30								A	7.4	23	576	1969	795	308	1019	486	612	430	372	330	649	264	336	274	322	224	175	125	126	74			
12 30 - 1 00																																	
LATE MOVIE I					67	158	157	A	7.4	23	576	1424	601	242	704	273	451	425	339	158	553	220	373	358	289	116	98	65	69	65			
1 MON. 11 30P					72	CBS	FF	89	87	B	6.1	21	475	1339	624	263	706	265	457	429	367	166	535	214	359	335	280	132	70	35	28	22	
1 TUE. 11 30P					71																												
1 FRI. 11 30P					75																												
2 M & TU 11 30P					71																												
1 WED. 11 30P					77																												
2 THU 11 30P					68																												
2 FRI. 11 30P					76																												
11 30 - 12 00																																	
12 00 - 12 30																																	
LATE MOVIE II					60	157	157	A	4.8	25	373	1383	514	153	581	227	383	359	300	107	576	242	408	397	305	83	164	78	62	62			
1 MON. 12 42A					38	CBS	FF	88	87	B	4	2	24	327	1272	571	218	625	252	422	380	322	129	552	240	401	360	283	111	79	36	16	11
1 TUE. 12 41A					44																												
1 THU. 12 41A					36																												
1 FRI. 12 45A					41																												

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM NAME		I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
						VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG ADJ %	SHARE %	AVG ADJ 0.0001	TOTAL PERSONS 2+	LADY WORK OF HOUSE WOM	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL 6-11				
LATE FRINGE CONT'D																															
LATE MOVIE 11-CONT'D																															
2	MON.	12.41A	44																												
2	TUE.	12.41A	45																												
2	WED.	12.47A	44																												
2	THU.	12.38A	39																												
2	FRI.	12.46A	42																												
		12.30 - 1.00						A	5.9	29	459	924	469	109v	482	111v	207	362	321	120v	368	202	322	198	166	46v	74v	74v	LT	LT	
		1.00 - 1.30						A	4.4	26	342	1424	438	131v	500	192	316	295	261	103v	638	260	451	455	342	84v	207	79v	79v	79v	
LOVE BOAT-12.00																															
2	WED	12.00M	68	ABC	CS			A	4.8	23	373	1268	314	196v	437	243	243	187	156	127v	678	426	517	397	241	124v	153v	153v	LT	LT	
		12.00 - 12.30						B	4.8	23	373	1268	314	196v	437	243	243	187	156	127v	678	426	517	397	241	124v	153	153	LT	LT	
		12.30 - 1.00						A	4.8	19	373	1357	413	226v	536	344	344	285	150	127v	666	390	478	277	255	158v	155v	155v	LT	LT	
								A	4.8	26	373	1255	250	153v	373	180	180	123v	150	127v	721	469	566	538	252	100v	161v	161v	LT	LT	
MIDNIGHT SPECIAL																															
FR		12.30 - 1.00						A	3.3	15	257	1212	404	24v	443	241	272	194	144	184v	455	194	362	330	242	10v	81v	170v	4v	4v	
		1.00 - 1.30						B	3.5	18	212	1111	344	81v	402	201	273	200	158	10v	455	207	371	311	19	10v	71	80v	13	4v	
		1.30 - 2.00						A	3.9	15	303	1637	555	377v	627	204	376	274	331	231v	670	215	452	419	406	211v	316	181v	24v	24v	
								A	3.3	15	257	1245	373	202v	392	105v	178	124	89v	214v	428	249	412	353	179	LT	394	222v	31v	31v	
								A	2.8	16	218	560	207	92v	225	106v	225	151	119	LT	161	92v	161	161	69	LT	92v	92v	82v	82v	
NBC LATE NIGHT MOVIE																															
1	MON	12.00A	63	NBC	FF			A	2.5	10	135	795	371	25v	379	133	164	262	190	10v	393	133	303	262	92v	10v	30v	46v	LT	LT	
2	TUE	12.00A	45					B	2.1	9	163	368	156	22v	404	186	234	193	189	118	515	245	393	325	243	10v	1	LT	LT	LT	
		11.30 - 12.00						A	2.3	7	179	1419	788	LT	788	206v	318	503	369	279v	631	284v	474	531v	347	LT	LT	LT	LT	LT	
		12.00 - 12.30						A	2.7	11	210	443	171	43v	171	76v	76	119v	95v	28v	205	167	167	95v	LT	38v	67v	67v	LT	LT	
		12.30 - 1.00						A	2.3	12	179	1017	420	LT	420	190v	190	357	230v	63v	597	519	519	286v	LT	78v	LT	LT	LT	LT	
NEW WARRIOR ROCK & ROLL																															
1	WED	11.30P	60	ABC	PL			A	4.1	17	153	713	621	LT	621	83	454	478	30	11v	540	277	381	304	213	104v	282	133v	174	199v	
		11.30 - 12.00						A	15.5	37	1206	1774	662	256	707	293	472	444	314	167v	543	275	385	318	222	106v	308	126v	216	198	
		12.00 - 1.30						A	14.1	17	1113	1060	578	28v	675	196	433	413	299	171v	510	279	376	288	201	10v	151	137v	214	198v	
POLICE WOMAN																															
1	THU	1.00	48	ABC	CP			A	4.4	25	34	1613	556	81v	674	47	467	348	345	92v	535	93v	224	247v	371	10v	102	208v	222v	222v	
		1.00 - 1.30						B	3.4	12	257	1118	471	44v	673	24	78	111	253	11v	470	11v	201	201	275	233	90	65	14	34	
		1.30 - 2.00						A	4.3	27	315	1765	571	138v	673	47	467	348	345	92v	554	107v	226	260	379	10v	104	220v	228v	228v	
								A	4.4	27	342	1632	573	47v	573	233v	446	456	344	70v	529	85v	212	243v	384	10v	107	201v	223v	223v	
POLICE WOMAN																															
1	WED	1.00	43	ABC	CP			A	3.3	27	257	1118	133	19v	32	180v	180	82v	147	116v	666	430	558	367	176	10v	108	108v	LT	LT	
		1.00 - 1.30						B	3.3	27	257	1118	133	19v	32	180v	180	82v	147	116v	666	430	558	367	176	10v	108	108v	LT	LT	
		1.30 - 2.00						A	3.5	26	272	1125	261	269v	412	243	243	151v	169	110v	633	489	548	352	144	85v	80v	80v	LT	LT	
								A	3.2	28	249	1044	121	97v	218v	96v	96v	LT	122	122v	686	474	550	374	212	136v	140v	140v	LT	LT	
SATURDAY NIGHT																															
1	SAT	11.30P	78	NBC	GV			A	10.4	31	109	1584	531	255	612	324	464	358	232	108	646	380	525	418	233	77	269	130	57	49	
		11.30 - 12.00						A	10.6	26	805	1731	524	307	613	325	452	357	255	83v	646	336	472	386	263	122v	350	165	122	95v	
		12.00 - 1.30						A	5.5	15	765	1632	471	228	536	319	417	277	194	79v	628	336	478	421	258	90v	382	147v	86v	66v	
TOMORROW SHOW																															
1	M-W	12.30A	30	NBC	CC			B	4.2	20	103	1087	495	208	540	177	267	218	248	235	457	184	293	309	202	119v	90	32v	LT	LT	
		1.06A	30									1151	528	LT	581	172	282	291	277	230	499	202	331	286	220	137	66	25	LT	LT	
2	M-TH	12.30A	30																												
TOMORROW SHOW-2																															
1	M & W	1.00A	57	NBC	CC			A	2.8	19	218	991	390	175v	436	165v	202	166v	174	202v	509	215v	390	380	257	74v	46v	46v	LT	LT	
								B	2.6	20	202	1017	427	142v	482	138	231	237	230	196	485	206	348	309	213	109	41	LT	LT	LT	LT
CONT'D																															



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PROGRAM NAME										NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION									
WEEKDAY DAYTIME CONT'D										PR. COVERAGE		K E Y		VIEWERS PER 1,000 & WINING HOUSEHOLDS BY SPECIFIED CATEGORIES									
WK	DAY	START TIME	D.R.	NET	TYPE	WK 1	WK 2	Y	AVG ADJ	AVG SHARE	AVG ALD	TOTAL PERSONS	LADY WORK OF HO	WOMEN	TEENS	CHILDREN							
#									%	%	0.000	2+	18-49	18-49	12-17	2-11							
1	M-F	2.00P	60	NBC	DD	99	99		5.1	18	397	1215	780	203	875	294	467						
2	M-F	2.30 - 3.00							6.2	18	482	1293	755	239	834	264	442						
3	AS THE WORLD TURNS		67	194	193				8.5	27	661	1477	867	203	973	202	396						
4	2.00 - 2.30								8.4	27	654	1454	859	201	959	193	385						
5	2.30 - 3.00								8.6	25	669	1387	814	186	881	110	375						
6	1 THU.	10.00A	90	CBS	AC	99			10.6	30	825	1816	626	312	672	116	261						
7	10.30 - 11.00								14.4	36	1120	1983	665	294	724	174	303						
8	11.00 - 11.30								16.7	37	1299	1985	696	293	761	183	316						
9	1.00 - 1.30								6.3	20	490	1341	853	161	906	288	441						
10	1.30 - 2.00								6.7	21	521	1307	835	172	893	290	446						
11	4.6	16	358	1455	844	248			4.6	16	358	1455	844	248	881	322	472						
12	5.6	16	436	1474	658	156			5.6	16	436	1474	658	156	780	340	488						



### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

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### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

#### AUDIENCE COMPOSITION

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
I/C THIS SEASON										VIEWERS PER 1,000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										WOMEN													
K E Y										TEENS (12-17)													
AUG. ADJ. SHARE										CHILDREN (2-11)													
AUG. ADJ. SHARE										TOTAL PERSONS OF NG													
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PROGRAM NAME										MC OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																												
SEASON										PROGRAM COVERAGE		KEY		VIEWERS PER 1,000 VIEWING HOURS		WOMEN										MEN										TEENS		CHILDREN																				
WK	DAY	START	TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52
WEEKEND DAYTIME																																																										
SAT, 12 00N 30 ABC FV 96 96 B 6.1 21 475 1717 430 139 444 177 269 236 182 147 277 160 201 127 72 62 200 109 796 509																																																										
SAT, 4.00P 180 ABC SA 99 B 8.6 20 669 1578 458 177 499 159 274 254 241 189 757 266 446 419 368 255 145 42 178 123																																																										
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SUN, 11 10A 30 ABC CA 97 96 B 2.6 10 202 1297 411 155 418 171 259 204 186 141 349 156 227 175 128 110 91 57 435 265																																																										
ASK NBC NEWS 8 58AM 16 197 197 A 3.0 19 233 1983 478 91 478 242 327 309 111 151 254 94 194 8 26 60 169 50 1082 628																																																										
SAT 8 58A 2 NBC N 98 98 B 3.9 22 303 1713 232 64 240 108 163 161 101 46 146 80 106 6 50 35 134 36 1193 724																																																										
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SAT 11 58A 2 NBC N 96 96 B 6.0 22 467 1492 224 72 268 134 171 120 86 77 293 154 202 10 14 81 208 74 723 450																																																										
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SAT 9 58A 2 NBC N 99 99 B 5.1 21 397 1628 197 85 210 127 151 110 70 30 117 75 91 59 34 24 191 84 1110 703																																																										
BATMAN & SUPER 7 1 15 195 197 A 6.2 21 482 1774 335 113 416 196 240 143 136 157 440 266 345 248 122 80 234 87 684 418																																																										
SAT 11 00A 30 NBC A 96 96 B 5.5 21 428 1574 220 88 296 176 198 102 68 82 295 186 232 112 88 58 225 87 758 478																																																										
BATMAN & SUPER 7 1 15 195 197 A 6.4 20 498 1769 425 133 46 260 325 161 160 123 380 189 288 175 138 78 281 144 647 405																																																										
SAT 11 30A 30 NBC CA 96 96 B 5.8 22 451 1513 231 81 278 142 175 114 85 83 295 172 221 97 99 67 228 87 712 452																																																										
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION													
PROGRAM NAME										VIEWERS PER 1,000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK DAY START TIME DUR NET TYPE										TEENS 12-17 CHILDREN 2-11													
T/C TH S SEASON										TOTAL 18-34 18-49 25-54 35-64 55+													
NO OF STATIONS & PROGRAM COVERAGE										TOTAL 18-34 18-49 25-54 35-64 55+													
KEY										TOTAL 18-34 18-49 25-54 35-64 55+													
AUG SHARE %										TOTAL 18-34 18-49 25-54 35-64 55+													
AUG AD 0000										TOTAL 18-34 18-49 25-54 35-64 55+													
PERSONS OF NG HOUSE WOM										TOTAL 18-34 18-49 25-54 35-64 55+													
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM NAME										T/C TH S SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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SUN.	8.30A	30	CBS	CL	34	34			B	.9	7	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
JOHNNY QUEST					14	168	171		A	6.6	20	513	1723	220	100	243	154	173	93	50	70	419	164	307	257	175	100	271	150	790	398	
10 30 - 11 00									A	3.7	14	288	1396	321	182	345	261	261	184	84	67	243	114	133	107	95	87	422	211	386	298	
KIDS ARE PEOPLE TOO II					15	132	123		A	3.7	13	288	1559	362	195	362	234	310	226	128	52	296	170	229	173	126	53	290	197	611	386	
1 SUN.	11.00A	30	ABC	CL	84	83			B	3.6	15	280	1548	409	79	444	201	296	200	182	131	365	170	273	230	174	78	239	135	500	306	
2 SUN.	11.05A	25																														
MEET THE PRESS					16	133	183		A	4.4	16	342	1322	594	140	594	152	228	285	308	289	695	152	249	374	357	265	LT	LT	33	LT	
1 SUN.	11.30A	30	NBC	CC	84	97			B	4.0	16	311	1377	535	143	589	111	194	180	225	335	672	171	266	288	296	312	31	LT	85	57	
2 SUN.	12.00N	30																														
	8.00A	30	CBS	CA	98	98			B	3	0	23	233	1418	232	102	256	132	178	138	83	54	191	50	129	123	102	55	116	32	855	440
	3.30 - 4.00								A	4.5	12	350	1640	739	138	770	115	438	528	551	210	647	277	382	255	310	237	105	105	118	118	
	4.30 - 5.00								A	5.2	13	405	1598	528	57	589	262	429	391	327	160	917	411	526	521	457	234	92	92	47	17	
	5.00 - 5.30								A	5.8	13	451	1581	558	71	624	282	411	359	220	213	792	340	501	449	381	199	123	23	42	LT	
NEW FAT ALBERT SHOW					14	184			A	8.5	26	661	1413	212	95	269	269	269	106	LT	LT	233	127	215	157	106	LT	260	109	651	409	
2 SAT.	12.00N	30	CBS	CA	89				B	7	4	27	576	1590	349	129	401	209	266	189	146	94	254	121	186	136	106	59	266	132	669	395



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1981 REPORT

PROGRAM NAME										T.C. THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
WK	DAY	START TIME	END TIME	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52	WK 53	WK 54	WK 55	WK 56	WK 57	WK 58	WK 59	WK 60	WK 61	WK 62	WK 63	WK 64	WK 65	WK 66	WK 67	WK 68	WK 69	WK 70	WK 71	WK 72	WK 73	WK 74	WK 75	WK 76	WK 77	WK 78	WK 79	WK 80	WK 81	WK 82	WK 83	WK 84	WK 85	WK 86	WK 87	WK 88	WK 89	WK 90	WK 91	WK 92	WK 93	WK 94	WK 95	WK 96	WK 97	WK 98	WK 99	WK 100	WK 101	WK 102	WK 103	WK 104	WK 105	WK 106	WK 107	WK 108	WK 109	WK 110	WK 111	WK 112	WK 113	WK 114	WK 115	WK 116	WK 117	WK 118	WK 119	WK 120	WK 121	WK 122	WK 123	WK 124	WK 125	WK 126	WK 127	WK 128	WK 129	WK 130	WK 131	WK 132	WK 133	WK 134	WK 135	WK 136	WK 137	WK 138	WK 139	WK 140	WK 141	WK 142	WK 143	WK 144	WK 145	WK 146	WK 147	WK 148	WK 149	WK 150	WK 151	WK 152	WK 153	WK 154	WK 155	WK 156	WK 157	WK 158	WK 159	WK 160	WK 161	WK 162	WK 163	WK 164	WK 165	WK 166	WK 167	WK 168	WK 169	WK 170	WK 171	WK 172	WK 173	WK 174	WK 175	WK 176	WK 177	WK 178	WK 179	WK 180	WK 181	WK 182	WK 183	WK 184	WK 185	WK 186	WK 187	WK 188	WK 189	WK 190	WK 191	WK 192	WK 193	WK 194	WK 195	WK 196	WK 197	WK 198	WK 199	WK 200	WK 201	WK 202	WK 203	WK 204	WK 205	WK 206	WK 207	WK 208	WK 209	WK 210	WK 211	WK 212	WK 213	WK 214	WK 215	WK 216	WK 217	WK 218	WK 219	WK 220	WK 221	WK 222	WK 223	WK 224	WK 225	WK 226	WK 227	WK 228	WK 229	WK 230	WK 231	WK 232	WK 233	WK 234	WK 235	WK 236	WK 237	WK 238	WK 239	WK 240	WK 241	WK 242	WK 243	WK 244	WK 245	WK 246	WK 247	WK 248	WK 249	WK 250	WK 251	WK 252	WK 253	WK 254	WK 255	WK 256	WK 257	WK 258	WK 259	WK 260	WK 261	WK 262	WK 263	WK 264	WK 265	WK 266	WK 267	WK 268	WK 269	WK 270	WK 271	WK 272	WK 273	WK 274	WK 275	WK 276	WK 277	WK 278	WK 279	WK 280	WK 281	WK 282	WK 283	WK 284	WK 285	WK 286	WK 287	WK 288	WK 289	WK 290	WK 291	WK 292	WK 293	WK 294	WK 295	WK 296	WK 297	WK 298	WK 299	WK 300	WK 301	WK 302	WK 303	WK 304	WK 305	WK 306	WK 307	WK 308	WK 309	WK 310	WK 311	WK 312	WK 313	WK 314	WK 315	WK 316	WK 317	WK 318	WK 319	WK 320	WK 321	WK 322	WK 323	WK 324	WK 325	WK 326	WK 327	WK 328	WK 329	WK 330	WK 331	WK 332	WK 333	WK 334	WK 335	WK 336	WK 337	WK 338	WK 339	WK 340	WK 341	WK 342	WK 343	WK 344	WK 345	WK 346	WK 347	WK 348	WK 349	WK 350	WK 351	WK 352	WK 353	WK 354	WK 355	WK 356	WK 357	WK 358	WK 359	WK 360	WK 361	WK 362	WK 363	WK 364	WK 365	WK 366	WK 367	WK 368	WK 369	WK 370	WK 371	WK 372	WK 373	WK 374	WK 375	WK 376	WK 377	WK 378	WK 379	WK 380	WK 381	WK 382	WK 383	WK 384	WK 385	WK 386	WK 387	WK 388	WK 389	WK 390	WK 391	WK 392	WK 393	WK 394	WK 395	WK 396	WK 397	WK 398	WK 399	WK 400	WK 401	WK 402	WK 403	WK 404	WK 405	WK 406	WK 407	WK 408	WK 409	WK 410	WK 411	WK 412	WK 413	WK 414	WK 415	WK 416	WK 417	WK 418	WK 419	WK 420	WK 421	WK 422	WK 423	WK 424	WK 425	WK 426	WK 427	WK 428	WK 429	WK 430	WK 431	WK 432	WK 433	WK 434	WK 435	WK 436	WK 437	WK 438	WK 439	WK 440	WK 441	WK 442	WK 443	WK 444	WK 445	WK 446	WK 447	WK 448	WK 449	WK 450	WK 451	WK 452	WK 453	WK 454	WK 455	WK 456	WK 457	WK 458	WK 459	WK 460	WK 461	WK 462	WK 463	WK 464	WK 465	WK 466	WK 467	WK 468	WK 469	WK 470	WK 471	WK 472	WK 473	WK 474	WK 475	WK 476	WK 477	WK 478	WK 479	WK 480	WK 481	WK 482	WK 483	WK 484	WK 485	WK 486	WK 487	WK 488	WK 489	WK 490	WK 491	WK 492	WK 493	WK 494	WK 495	WK 496	WK 497	WK 498	WK 499	WK 500	WK 501	WK 502	WK 503	WK 504	WK 505	WK 506	WK 507	WK 508	WK 509	WK 510	WK 511	WK 512	WK 513	WK 514	WK 515	WK 516	WK 517	WK 518	WK 519	WK 520	WK 521	WK 522	WK 523	WK 524	WK 525	WK 526	WK 527	WK 528	WK 529	WK 530	WK 531	WK 532	WK 533	WK 534	WK 535	WK 536	WK 537	WK 538	WK 539	WK 540	WK 541	WK 542	WK 543	WK 544	WK 545	WK 546	WK 547	WK 548	WK 549	WK 550	WK 551	WK 552	WK 553	WK 554	WK 555	WK 556	WK 557	WK 558	WK 559	WK 560	WK 561	WK 562	WK 563	WK 564	WK 565	WK 566	WK 567	WK 568	WK 569	WK 570	WK 571	WK 572	WK 573	WK 574	WK 575	WK 576	WK 577	WK 578	WK 579	WK 580	WK 581	WK 582	WK 583	WK 584	WK 585	WK 586	WK 587	WK 588	WK 589	WK 590	WK 591	WK 592	WK 593	WK 594	WK 595	WK 596	WK 597	WK 598	WK 599	WK 600	WK 601	WK 602	WK 603	WK 604	WK 605	WK 606	WK 607	WK 608	WK 609	WK 610	WK 611	WK 612	WK 613	WK 614	WK 615	WK 616	WK 617	WK 618	WK 619	WK 620	WK 621	WK 622	WK 623	WK 624	WK 625	WK 626	WK 627	WK 628	WK 629	WK 630	WK 631	WK 632	WK 633	WK 634	WK 635	WK 636	WK 637	WK 638	WK 639	WK 640	WK 641	WK 642	WK 643	WK 644	WK 645	WK 646	WK 647	WK 648	WK 649	WK 650	WK 651	WK 652	WK 653	WK 654	WK 655	WK 656	WK 657	WK 658	WK 659	WK 660	WK 661	WK 662	WK 663	WK 664	WK 665	WK 666	WK 667	WK 668	WK 669	WK 670	WK 671	WK 672	WK 673	WK 674	WK 675	WK 676	WK 677	WK 678	WK 679	WK 680	WK 681	WK 682	WK 683	WK 684	WK 685	WK 686	WK 687	WK 688	WK 689	WK 690	WK 691	WK 692	WK 693	WK 694	WK 695	WK 696	WK 697	WK 698	WK 699	WK 700	WK 701	WK 702	WK 703	WK 704	WK 705	WK 706	WK 707	WK 708	WK 709	WK 710	WK 711	WK 712	WK 713	WK 714	WK 715	WK 716	WK 717	WK 718	WK 719	WK 720	WK 721	WK 722	WK 723	WK 724	WK 725	WK 726	WK 727	WK 728	WK 729	WK 730	WK 731	WK 732	WK 733	WK 734	WK 735	WK 736	WK 737	WK 738	WK 739	WK 740	WK 741	WK 742	WK 743	WK 744	WK 745	WK 746	WK 747	WK 748	WK 749	WK 750	WK 751	WK 752	WK 753	WK 754	WK 755	WK 756	WK 757	WK 758	WK 759	WK 760	WK 761	WK 762	WK 763	WK 764	WK 765	WK 766	WK 767	WK 768	WK 769	WK 770	WK 771	WK 772	WK 773	WK 774	WK 775	WK 776	WK 777	WK 778	WK 779	WK 780	WK 781	WK 782	WK 783	WK 784	WK 785	WK 786	WK 787	WK 788	WK 789	WK 790	WK 791	WK 792	WK 793	WK 794	WK 795	WK 796	WK 797	WK 798	WK 799	WK 800	WK 801	WK 802	WK 803	WK 804	WK 805	WK 806	WK 807	WK 808	WK 809	WK 810	WK 811	WK 812	WK 813	WK 814	WK 815	WK 816	WK 817	WK 818	WK 819	WK 820	WK 821	WK 822	WK 823	WK 824	WK 825	WK 826	WK 827	WK 828	WK 829	WK 830	WK 831	WK 832	WK 833	WK 834	WK 835	WK 836	WK 837	WK 838	WK 839	WK 840	WK 841	WK 842	WK 843	WK 844	WK 845	WK 846	WK 847	WK 848	WK 849	WK 850	WK 851	WK 852	WK 853	WK 854	WK 855	WK 856	WK 857	WK 858	WK 859	WK 860	WK 861	WK 862	WK 863	WK 864	WK 865	WK 866	WK 867	WK 868	WK 869	WK 870	WK 871	WK 872	WK 873	WK 874	WK 875	WK 876	WK 877	WK 878	WK 879	WK 880	WK 881	WK 882	WK 883	WK 884	WK 885	WK 886	WK 887	WK 888	WK 889	WK 890	WK 891	WK 892	WK 893	WK 894	WK 895	WK 896	WK 897	WK 898	WK 899	WK 900	WK 901	WK 902	WK 903	WK 904	WK 905	WK 906	WK 907	WK 908	WK 909	WK 910	WK 911	WK 912	WK 913	WK 914	WK 915	WK 916	WK 917	WK 918	WK 919	WK 920	WK 921	WK 922	WK 923	WK 924	WK 925	WK 926	WK 927	WK 928	WK 929	WK 930	WK 931	WK 932	WK 933	WK 934	WK 935	WK 936	WK 937	WK 938	WK 939	WK 940	WK 941	WK 942	WK 943	WK 944	WK 945	WK 946	WK 947	WK 948	WK 949	WK 950	WK 951	WK 952	WK 953	WK 954	WK 955	WK 956	WK 957	WK 958	WK 959	WK 960	WK 961	WK 962	WK 963	WK 964	WK 965	WK 966	WK 967	WK 968	WK 969	WK 970	WK 971	WK 972	WK 973	WK 974	WK 975	WK 976	WK 977	WK 978	WK 979	WK 980	WK 981	WK 982	WK 983	WK 984	WK 985	WK 986	WK 987	WK 988	WK 989	WK 990	WK 991	WK 992	WK 993	WK 994	WK 995	WK 996	WK 997	WK 998	WK 999	WK 1000	WK 1001	WK 1002	WK 1003	WK 1004	WK 1005	WK 1006	WK 1007	WK 1008	WK 1009	WK 1010	WK 1011	WK 1012	WK 1013	WK 1014	WK 1015	WK 1016	WK 1017	WK 1018	WK 1019	WK 1020	WK 1021	WK 1022	WK 1023	WK 1024	WK 1025	WK 1026	WK 1027	WK 1028	WK 1029	WK 1030	WK 1031	WK 1032	WK 1033	WK 1034	WK 1035	WK 1036	WK 1037	WK 1038	WK 1039	WK 1040	WK 1041	WK 1042	WK 1043	WK 1044	WK 1045	WK 1046	WK 1047	WK 1048	WK 1049	WK 1050	WK 1051	WK 1052	WK 1053	WK 1054	WK 1055	WK 1056	WK 1057	WK 1058	WK 1059	WK 1060	WK 1061	WK 1062	WK 1063	WK 1064	WK 1065	WK 1066	WK 1067	WK 1068	WK 1069	WK 1070	WK 1071	WK 1072	WK 1073	WK 1074	WK 1075	WK 1076	WK 1077	WK 1078	WK 1079	WK 1080	WK 1081	WK 1082	WK 1083	WK 1084	WK 1085	WK 1086	WK 1087	WK 1088	WK 1089	WK 1090	WK 1091	WK 1092	WK 1093	WK 1094	WK 1095	WK 1096	WK 1097	WK 1098	WK 1099	WK 1100	WK 1101	WK 1102	WK 1103	WK 1104	WK 1105	WK 1106	WK 1107	WK 1108	WK 1109	WK 1110	WK 1111	WK 1112	WK 1113	WK 1114	WK 1115	WK 1116	WK 1117	WK 1118	WK 1119	WK 1120	WK 1121	WK 1122	WK 1123	WK 1124	WK 1125	WK 1126	WK 1127	WK 1128	WK 1129	WK 1130	WK 1131	WK 1132	WK 1133	WK 1134	WK 1135	WK 1136	WK 1137	WK 1138	WK 1139	WK 1140	WK 1141	WK 1142	WK 1143	WK 1144	WK 1145	WK 1146	WK 1147	WK 1148	WK 1149	WK 1150	WK 1151	WK 1152	WK 1153	WK 1154	WK 1155	WK 1156	WK 1157	WK 1158	WK 1159	WK 1160	WK 1161	WK 1162	WK 1163	WK 1164	WK 1165	WK 1166	WK 1167	WK 1168	WK 1169	WK 1170	WK 1171	WK 1172	WK 1173	WK 1174	WK 1175	WK 1176	WK 1177	WK 1178	WK 1179	WK 1180	WK 1181	WK 1182	WK 1183	WK 1184	WK 1185	WK 1186	WK 1187	WK 1188	WK 1189	WK 1190	WK 1191	WK 1192	WK 1193	WK 1194	WK 1195	WK 1196	WK 1197	WK 1198	WK 1199	WK 1200	WK 1201	WK 1202	WK 1203	WK 1204	WK 1205	WK 1206	WK 1207	WK 1208	WK 1209	WK 1210	WK 1211	WK 1212	WK 1213	WK 1214	WK 1

NFL PLAYOFF GM-SUN(S)										219	A 31.5 49 2451	2061	532 274	617 41 423 170 114 153	452 121 608 606 515 252	209 628 263 204
2 SUN. 5.00P 216 NBC SE										99						
5.30 - 5.30											A 29.8 54 2318	1997 519 267	629 202 404 360 338 169	995 348 619 593 507 294	180 508 141 149	
5.30 - 6.30											A 30.8 54 2318	1997 519 267	629 202 404 360 338 169	995 348 619 593 507 294	180 508 141 149	
6.30 - 7.00											A 31.3 47 2435	2113 547 275	663 279 462 395 319 144	915 304 587 582 505 249	244 798 291 223	
7.00 - 7.30											A 31.6 46 2459	2103 524 264	627 259 434 374 301 141	938 307 593 593 515 263	257 808 281 216	
7.30 - 8.00											A 31.5 45 2451	2053 524 241	614 230 390 347 303 165	899 288 573 599 509 246	191 488 349 250	
8.00 - 8.30																
PLASTICMAN/BABY PLAS SHOW										14 183 183	A 7.9 27 615	1685 227 1138	243 1608 1891438 568 548	225 197 225 1318 288 11	1648 818 1053 638	
SAT 11 3 A 17 AB A 45 8											B 6.0 12 387	1535 232 87	256 112 173 135 120 67	141 15 181 123 98 47	180 87 869 542	
PH. BAWERS										19	A 7.3 19 568	1447 523 2618	571 211 402 321 294 158	619 204 317 358 378 243	144 508 124 928	
SAT 11 30P 30 AB. CF											B 7.3 19 568	1447 523 2618	571 211 402 321 294 158	619 204 317 358 378 243	144 508 124 928	
2.30 - 3.00											A 6.7 19 521	1426 450 1488	511 1738 31781978 249 1778	606 1448 260 2688 315 2948	1748 568 1358 998	
3.00 - 3.30											A 7.3 19 568	1488 542 1648	574 1978 406 3358 305 1688	677 2268 387 4158 332 2318	1388 568 998 808	
3.30 - 4.00											A 8.0 20 622	1418 583 1678	620 2578 474 410 322 1268	622 2278 353 3768 283 2088	408 408 1368 938	
RICHIE RICH										9 192 194	A 7.4 29 576	1757 1958 288	1958 1348 144 1268 618 148	1938 868 138 1168 828 428	1528 678 1218 798	
SAT 3 3 A 3 AB A 93 34											B 7.4 29 576	1757 1958 288	243 176 204 138 72 70	181 76 134 110 93 39	167 38 1114 710	
</																

1ST JAN. 1981 REPORT

### AUDIENCE COMPOSITION

[illegible]

2 SAT.	J.30P	30 CBS DW	76	B	4.7	15	366	1514	496	175	565	250	353	270	221	177	334	125	195	153	156	125	229	102	386	278
THREE ROBOTIC STOOGES			16	A	.9	12	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	T	T	T	T	T	T	T	T	
THUNDARR - THE BARBARIAN			14	A	1.5	33	262	262	101A	273	178	215	166	83A	28V	256	187	224	55A	84A	26A	13A	29A	145	729	
SAT.	10 30A	30 ABC CA	98	B	7	22	262	262	101A	273	178	215	166	83A	28V	256	187	224	55A	84A	26A	13A	29A	145	729	
TIME OUT-8:28AM			16	A	2.4	22	188A	188A	48V	188A	48V	48V	48V	LT	140V	198A	96V	96V	74V	44V	102V	228A	138V	186	792	
SAT.	8.28A	2 NBC CN	98	B	3.	26	173	173	25	177	92	137	123	66	28	127	63	79	54	49	43	131	36	165	578	
TIME OUT-9:28AM			16	A	4.	20	243A	243A	92V	243A	92V	217A	222A	130A	21V	132A	37V	37V	62V	79V	70V	365A	104A	221	716	
SAT.	9.28A	2 NBC CN	99	B	4.	23	220	220	105	244	133	164	155	89	36	98	49	61	44	39	30	218	80	144	706	
TIME OUT-10:28AM			16	A	4.	16	178A	178A	106A	178A	78V	134A	94A	76V	38V	229A	94A	152A	111A	109A	56V	140A	62V	51	512	
SAT.	10 28A	2 NBC CN	99	B	4.	19	229	229	97A	248	144	176	110	73	51	205	114	155	102	81	45	229	83	423	588	
TIME OUT-11:28AM			16	A	6.	21	329	329	119A	406	196A	235A	140A	125A	155A	466	281	366	242A	132A	84A	232A	84A	46	401	
SAT.	11 28A	2 NBC CN	96	B	5.	22	242	242	93	317	176	205	112	74	96	299	185	230	113	91	63	227	88	755	486	
TIME OUT-12:28PM			15	A	5.	18	190A	190A	96A	190A	138A	159A	84A	52V	31V	408	180A	286	224A	150A	109A	273	154A	44	47	
SAT.	12.28P	2 NBC CN	88	B	4.	17	190A	190A	96A	190A	138A	159A	84A	52V	31V	408	180A	286	224A	150A	109A	273	154A	44	47	
TOM AND JERRY			16	A	4.	31	278A	278A	107A	281A	110A	155A	182A	110A	99A	354	171A	231A	256A	115A	98A	41	62	48	47	
SAT.	8.30A	30 CBS CA	98	B	4.	27	278A	278A	107A	281A	110A	155A	182A	110A	99A	354	171A	231A	256A	115A	98A	41	62	48	47	



TIME	7 00	7 15	7 30	7 45	8 00	8 15	8 30	8 45	9 00	9 15	9 30	9 45	10 00	10 15	10 30	10 45
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TOTAL AUDIENCE {  
Households (000) & %

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

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1

TOTAL AUDIENCE {  
Households (000) & %

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

TOTAL AUDIENCE {  
Households (000) & %

NBC TV

AVERAGE AUDIENCE {  
Households (000) & %  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

TOTAL AUDIENCE {  
Households (000) & %

ABC TV

AVERAGE AUDIENCE {  
Households (000) & %  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

W

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2

TOTAL AUDIENCE {  
Households (000) & %

CBS TV

AVERAGE AUDIENCE {  
Households (000) & %  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

TOTAL AUDIENCE {  
Households (000) & %

NBC TV

AVERAGE AUDIENCE {  
Households (000) & %  
SHARE OF AUDIENCE %

TV HOUSEHOLDS

See Def 11

U.S. TV Households 77,800,000

## NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. DEC. 30, 1980

T T A /

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY % HR %

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TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY % HR %

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY % HR %

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY % HR %

W

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2

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY % HR %

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY % HR %

See Net 1.

WK

U.S. TV Households 77,800,000

For explanation of symbols. See page A.

EVE. TUE. JAN. 6, 1981



A 6

## Nelson NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. DEC. 31, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD BY 1/4 HR

W

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1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD BY 1/4 HR

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD BY 1/4 HR

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD BY 1/4 HR

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD BY 1/4 HR

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD BY 1/4 HR

NG TV

See Def. 1) WK. 2

U.S. TV Households 77 800 000

For explanation of symbols, See page A.

EVE. WED. JAN. 7, 1981

A 7

A 8

## NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JAN. 1, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY % HR.

W

E

E

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1

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY % HR.

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY % HR.

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY % HR.

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY % HR.

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY % HR.

W	E	E	K	1	W	E	E	K	2
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J.S. TV Households 77,800,000

For explanation of symbols, See page A.

EVE. THU. JAN. 8, 1981



# NATIONAL TV AUDIENCE ESTIMATES

EVE. FR. JAN. 2, 1981

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE {																
	ABC TV																
	AVERAGE AUDIENCE {																
	Households (000) & %																
E	SHARE OF AUDIENCE %																
	AVG AUD BY 1/4 HR																
	TOTAL AUDIENCE {																
	Households (000) & %																
E	CBS TV																
	AVERAGE AUDIENCE {																
	Households (000) & %																
	SHARE OF AUDIENCE %																
K	AVG AUD BY 1/4 HR																
	TOTAL AUDIENCE {																
	Households (000) & %																
	SHARE OF AUDIENCE %																
1	AVG AUD BY 1/4 HR																
	TOTAL AUDIENCE {																
	Households (000) & %																
	SHARE OF AUDIENCE %																
W	ABC TV																
	AVERAGE AUDIENCE {																
	Households (000) & %																
	SHARE OF AUDIENCE %																
E	AVG AUD BY 1/4 HR																
	TOTAL AUDIENCE {																
	Households (000) & %																
	SHARE OF AUDIENCE %																
K	AVG AUD BY 1/4 HR																
	TOTAL AUDIENCE {																
	Households (000) & %																
	SHARE OF AUDIENCE %																
2	AVG AUD BY 1/4 HR																
	TOTAL AUDIENCE {																
	Households (000) & %																
	SHARE OF AUDIENCE %																
TV	ABC TV																
	AVERAGE AUDIENCE {																
	Households (000) & %																
	SHARE OF AUDIENCE %																
TV	AVG AUD BY 1/4 HR																
	TOTAL AUDIENCE {																
	Households (000) & %																
	SHARE OF AUDIENCE %																

Explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.3, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				14,000 18.0					23,650 30.4					22,330 28.7			
	ABC TV					BREAKING AWAY				LOVE BOAT (OP)				FANTASY ISLAND					
	AVERAGE AUDIENCE (Households (000) & %)	{				9,880					20,540					18,280			
	SHARE OF AUDIENCE AVG. AUD BY ¼ HR.	{				12.7 20 11.2	11.3* 18* 11.5			14.1* 22* 14.9	26.4 42 24.0	25.2* 40* 26.3	27.8* 44* 27.5	27.8* 44* 27.8	23.5 40 23.3	23.5* 39* 23.7	23.5* 41* 23.4		
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				19,220 24.7					11,200 14.4					10,580 13.6			
	CBS TV					WKRP IN CINCINNATI		TIM CONWAY SHOW (OP)		SECRETS MIDLAND HEIGHTS				CBS REPORTS EMBASSY					
	AVERAGE AUDIENCE (Households (000) & %)	{				17,040					8,640					7,310			
	SHARE OF AUDIENCE AVG. AUD BY ¼ HR.	{				21.9 35 21.6	18.9 30 22.2			11.1 18 11.6	11.4* 18* 11.3	10.9* 17* 10.8	10.9* 17* 10.9	10.1 16 10.1	9.8* 16* 9.5	9.8* 16* 9.3	9.1* 16* 8.9		
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				19,450 25.0					18,830 24.2								
	NBC TV					BARBARA MANDRELL (OP)				NBC SATURDAY NIGHT MOVIES BURNIT OFFER(NGS(R))									
	AVERAGE AUDIENCE (Households (000) & %)	{				14,700					12,140								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{				19.9 30 17.4	17.7* 28* 18.0			20.1* 32* 20.1	15.6 26 16.2	15.7* 25* 15.3	14.5* 23* 14.8	14.2	15.5 15.8	15.7* 26* 16.3	16.3* 29* 16.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				13,300 17.1					23,500 30.2					22,560 29.0			
	ABC TV					BREAKING AWAY				LOVE BOAT (OP)				FANTASY ISLAND					
	AVERAGE AUDIENCE (Households (000) & %)	{				9,570					20,150					19,980			
	SHARE OF AUDIENCE AVG. AUD BY ¼ HR	{				12.3 20 11.2	11.1* 18* 11.1			13.5* 22* 12.7	25.9 42 23.2	24.5* 40* 25.8	27.3* 44* 27.1	27.6	24.4 43 24.5	24.6* 42* 24.6	24.2* 44* 24.3		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				16,260 20.9					11,360 14.6					10,580 13.6			
	CBS TV					WKRP IN CINCINNATI		TIM CONWAY SHOW (OP)		FREEBIE AND THE BEAN				SECRETS-M IDLAND HEIGHTS					
	AVERAGE AUDIENCE (Households (000) & %)	{				14,630					8,790					8,090			
	SHARE OF AUDIENCE AVG. AUD BY ¼ HR.	{				18.8 31 18.7	16.6 27 18.9			11.3 18 11.9	11.5* 19* 11.2	11.2* 18* 11.0	11.3	10.4 18 10.4	10.3* 18* 10.2	10.4* 19* 10.4	10.5		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				18,590 23.9					12,370 15.9					13,460 17.3			
	NBC TV					BARBARA MANDRELL (R)(OP)				MITCH MILLER SPECIAL				STEVE ALLEN COMEDY HR(B)					
	AVERAGE AUDIENCE (Households (000) & %)	{				14,470					10,040					10,270			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				18.6 30 17.6	18.2* 30* 18.8			19.1* 31* 19.4	12.9 21 13.5	12.9* 21* 12.4	12.8* 20* 12.6	12.9	13.2 23 13.8	13.4* 23* 13.0	12.9* 23* 13.2		

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	52.3	62.1	61.8	62.4	62.1	62.4	63.0	63.6	62.4	63.4	63.1	63.1	60.0	59.2	57.6	56.3
(See Def. 1)			60.2	61.1	60.8	60.4	59.8	61.3	62.4	62.4	61.7	61.9	62.8	62.7	59.5	58.2	55.8	54.2

U.S. TV Households: 77,600,000  
 (1) NFL PLAYOFF GAME-SAT, BUFFALO VS SAN DIEGO, NBC, (4:00-7:06PM)(5)

For explanation of symbols, See page A

EVE.SAT. JAN.10, 1981



## NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 3, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE

(Households (000) &amp; %)

SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

W

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E

CBS TV

AVERAGE AUDIENCE

(Households (000) &amp; %)

SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

K

1

TOTAL AUDIENCE  
(Households (000) & %)

13,930  
17.9

SATURDAY NIGHT

(11:30-12:45AM)  
(SUSTAINING 12:45-1:00AM)

NBC TV

AVERAGE AUDIENCE

(Households (000) &amp; %)

SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

8,010

10.3

10.5\*

10.3\*

28

26\*

30\*

8

TOTAL AUDIENCE

(Households (000) &amp; %)

7,240  
9.3

ABC TV

AVERAGE AUDIENCE

(Households (000) &amp; %)

SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

W

E

E

CBS TV

AVERAGE AUDIENCE

(Households (000) &amp; %)

SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

K

2

TOTAL AUDIENCE  
(Households (000) & %)

12,210  
15.7

SATURDAY NIGHT

(11:30-12:45AM)  
(SUSTAINING 12:45-1:00AM)

NBC TV

AVERAGE AUDIENCE

(Households (000) &amp; %)

SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

7,240

9.3

10.0\*

9.1\*

28

26\*

26\*

10.5

10.6

10.6

v Hc

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE. SAT. JAN. 10, 1981

		TIME	7:00	7:05	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG AUD BY % HR.	{																
K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG AUD BY % HR.	{																
1	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG AUD BY % HR.	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG AUD BY % HR.	{																
K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG AUD BY % HR.	{																
1	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG AUD BY % HR.	{																

HOUSEHOLDS IN NG TV WK 1 70 0

For explanation of symbols, See page A.

EVE.SUN. JAN.11, 1981



## NATIONAL TV AUDIENCE ESTIMATES

EVE SUN. JAN. 4, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households: 000 & %)

ABC TV

AVERAGE AUDIENCE  
(Households: 000 & %)  
SHARE OF AUDIENCE  
AVG AUD BY % HR

W

E

E

K

1

TOTAL AUDIENCE  
(Households: 000 & %)

CBS TV

AVERAGE AUDIENCE  
(Households: 000 & %)  
SHARE OF AUDIENCE  
AVG AUD BY % HR

TOTAL AUDIENCE  
(Households: 000 & %)

NBC TV

AVERAGE AUDIENCE  
(Households: 000 & %)  
SHARE OF AUDIENCE  
AVG AUD BY % HR

TOTAL AUDIENCE  
(Households: 000 & %)

ABC TV

AVERAGE AUDIENCE  
(Households: 000 & %)  
SHARE OF AUDIENCE  
AVG AUD BY % HR

W

E

E

K

2

TOTAL AUDIENCE  
(Households: 000 & %)

CBS TV

AVERAGE AUDIENCE  
(Households: 000 & %)  
SHARE OF AUDIENCE  
AVG AUD BY % HR

TOTAL AUDIENCE  
(Households: 000 & %)

NBC TV

AVERAGE AUDIENCE  
(Households: 000 & %)  
SHARE OF AUDIENCE  
AVG AUD BY % HR

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK 1																	
WK 2																	

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.29, 1980-JAN.2, 1981

TIME	7 00	7 15	7 30	7 45	8 00	8 15	8 30	8 45	9 00	9 15	9 30	9 45	10 00	10 15	10 30	10 45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG AUD BY ¼ HR

N

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG AUD BY ¼ HR

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG AUD BY ¼ HR  
TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG AUD BY ¼ HR

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG AUD BY ¼ HR

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG AUD BY ¼ HR

TV HOUSEHOLDS USING TV WK 1  
See Def 1)

77.80%

For explanation of symbols, See page A

DAY MON.-FRI. JAN.5-9, 1981



TIME		11 00	11 15	11 30	11 45	12 00	12 15	12 30	12 45	1 00	1 15	1 30	1 45	2 00	2 15	2 30	2 45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	9,880 4.7				7,860 3.8				10,910 5.1				10,910 5.1			
	AVERAGE AUDIENCE (Households (000) & %)	7.1 4.1				6.4 3.5				8.4 4.6				8.4 4.6			
	SHARE OF AUDIENCE %	28				28				28				28			
	AVG. AUD BY 1/4 HR.	8				8				8				8			
W E K 2	TOTAL AUDIENCE (Households (000) & %)	7,860 10.1				8,250 10.6				7,000 9.0				9,410 12.1			
	AVERAGE AUDIENCE (Households (000) & %)	6,850 6.8				7,240 9.3				5,990 7				7,190 9.4			
	SHARE OF AUDIENCE %	30				30				25				25			
	AVG. AUD BY 1/4 HR.	8.7				8.8				7.7				9.4			
W E K 3	TOTAL AUDIENCE (Households (000) & %)	5,520 7.1				4,900 6.3				4,120 5.3				4,430 5.5			
	AVERAGE AUDIENCE (Households (000) & %)	4,750 6.1				4,280 5.5				3,500 4.5				3,730 4.8			
	SHARE OF AUDIENCE %	21				18				14				15			
	AVG. AUD BY 1/4 HR.	6				6				6				6			
W E K 4	TOTAL AUDIENCE (Households (000) & %)	6,220 8.0				7,160 9.2				5,990 7.7				8,090 10.4			
	AVERAGE AUDIENCE (Households (000) & %)	5,520 7.1				5,410 8.1				4,430 6.3				6,460 8.2			
	SHARE OF AUDIENCE %	30				32				23				28			
	AVG. AUD BY 1/4 HR.	6.8				7.3				6.4				8.4			
W E K 5	TOTAL AUDIENCE (Households (000) & %)	4,750 6.1				4,280 5.5				2,340 3.8				4,050 5.2			
	AVERAGE AUDIENCE (Households (000) & %)	4,200 5.4				3,730 4.8				2,490 3.2				3,500 4.5			
	SHARE OF AUDIENCE %	23				19				11				16			
	AVG. AUD BY 1/4 HR.	5.4				5.5				4.9				4.5			
TV HOUSEHOLDS US NG TV (See Def 1)		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16
		38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7

J.S. TV Households 77,800,300

For explanation of symbols, See page A

TIME	3 00	3 5	3 10	3 45	4 00	4 15	4 30	4 45	5 00	5 15	5 30	5 45	6 00	6 15	6 30	6 45
------	------	-----	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)		{ 20.4 11.6															
ABC TV		<div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 10.2 6.7															
SHARE OF AUDIENCE AVG AUD BY 1/4 HR		{ 1.7 1.7															
TOTAL AUDIENCE (Households (000) & %)		{ 9,020 11.6															
CBS TV		<div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 7,390 8.5															
SHARE OF AUDIENCE AVG AUD BY 1/4 HR		{ 26 9.5															
TOTAL AUDIENCE (Households (000) & %)		{ 5,370 6.9															
NBC TV		<div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 5,210 6.7															
SHARE OF AUDIENCE AVG AUD BY 1/4 HR		{ 26 9.5															
TOTAL AUDIENCE (Households (000) & %)		{ 10,810 13.9															
ABC TV		<div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 5,210 6.7															
SHARE OF AUDIENCE AVG AUD BY 1/4 HR		{ 26 9.5															
TOTAL AUDIENCE (Households (000) & %)		{ 10,810 13.9															
CBS TV		<div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 6,460 8.3															
SHARE OF AUDIENCE AVG AUD BY 1/4 HR		{ 25 8.3															
TOTAL AUDIENCE (Households (000) & %)		{ 12,910 16.6															
NBC TV		<div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> <div> <div>3 00</div> <div>3 5</div> <div>3 10</div> <div>3 45</div> <div>4 00</div> <div>4 15</div> <div>4 30</div> <div>4 45</div> <div>5 00</div> <div>5 15</div> <div>5 30</div> <div>5 45</div> <div>6 00</div> <div>6 15</div> <div>6 30</div> <div>6 45</div> </div> </div>															
AVERAGE AUDIENCE (Households (000) & %)		{ 4,200 5.4															
SHARE OF AUDIENCE AVG AUD BY 1/4 HR		{ 25 8.3															

TV HOUSEHOLDS USING TV	WK 1	31.8	33.4	34.7	36.2	35.8	37.8	39.3	41.1								
See Def. 1)	WK 2																

U.S. TV Households 77,800,000

For explanation of symbols, See page A

US TV Households 77 800 000

For explanation of symbols, See page A

DAY SAT. JAN. 10, 1981



## NATIONAL TV AUDIENCE ESTIMATES

DAY SAT JAN. 3, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6															
	ABC TV	{ 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6															
	SHARE OF AUDIENCE % AVG AUD BY % HR	{ 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6 7.6															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7.550 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7															
	CBS TV	{ 7.550 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7.550 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7															
	SHARE OF AUDIENCE % AVG AUD BY % HR	{ 7.550 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7 9.7															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6.300 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1															
	NBC TV	{ 6.300 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1															
	AVERAGE AUDIENCE (Households (000) & %)	{ 6.300 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1															
	SHARE OF AUDIENCE % AVG AUD BY % HR	{ 6.300 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1 8.1															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7.390 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5															
	CBS TV	{ 7.390 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7.390 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5															
	SHARE OF AUDIENCE % AVG AUD BY % HR	{ 7.390 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5 9.5															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5.370 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9															
	NBC TV	{ 5.370 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5.370 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9															
	SHARE OF AUDIENCE % AVG AUD BY % HR	{ 5.370 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9 6.9															

TV HOUSEHOLDS USING TV WK 1  
See Def 1) WK 2

For explanation of symbols, See page A

DAY SAT. JAN. 10, 1981

For explanation of symbols, See page A

DAY SAT. JAN. 10, 1981

A 3

## NATIONAL TV AUDIENCE ESTIMATES

DAY SUN JAN 4, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

## TOTAL AUDIENCE

Households (000) &amp; %

3,110  
4.0  
KIDS ARE PEOPLE  
TOO I

## ABC TV

## AVERAGE AUDIENCE

Households (000) &amp; %

## SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

W

E

E

K

1

## TOTAL AUDIENCE

(Households (000) &amp; %)

## CBS TV

## AVERAGE AUDIENCE

Households (000) &amp; %

## SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

860  
1.1  
THREE ROBONIC  
STOOGES  
(OP)

540  
.7  
JASON OF STAR  
COMMAND  
(OP)

6,460  
8.3

SUNDAY MORNING

FOR OUR TIMES  
(SJS)

670  
8  
2  
.9

470  
6  
6  
.5

3,890  
5.0  
25  
4.1

4.5  
30  
4.9

5.5

5.2

5.1

5.1

## TOTAL AUDIENCE

(Households (000) &amp; %)

## NBC TV

## AVERAGE AUDIENCE

Households (000) &amp; %

## SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

TOTAL AUDIENCE

Households (000) &amp; %

## ABC TV

## AVERAGE AUDIENCE

Households (000) &amp; %

## SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

W

E

E

K

2

## TOTAL AUDIENCE

(Households (000) &amp; %)

## CBS TV

## AVERAGE AUDIENCE

Households (000) &amp; %

## SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

860  
1.1  
THREE ROBONIC  
STOOGES  
(OP)

540  
.7  
JASON OF STAR  
COMMAND  
(OP)

6,460  
8.3

SUNDAY MORNING

FOR OUR TIMES  
(SJS)

780  
1.0  
13  
.9

470  
6  
6  
.5

3,890  
5.0  
25  
4.1

4.5  
30  
4.9

5.5

5.2

5.1

5.1

## TOTAL AUDIENCE

(Households (000) &amp; %)

## NBC TV

## AVERAGE AUDIENCE

Households (000) &amp; %

## SHARE OF AUDIENCE

AVG AUD BY 1/4 HR

TV HOUSEHOLDS US NG TV WK 1

Def 1)

WF

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

0.0

For explanation of symbols, See page A

DAY SUN. JAN. 11, 1981



		TIME	11 00	11 15	11 30	11 45	12 00	12 15	12 30	12 45	1 00	1 15	1 30	1 45	2 00	2 15	2 30	2 45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,224				4,120											
	ABC TV		KIDS ARE PEOPLE TOO II (OP)			ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)	{					3,190											
	SHARE OF AUDIENCE %	%					4.1											
	AVG. AUD BY 1/4 HR %	%	3				4											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,120													
	CBS TV				FACE THE NATION													
	AVERAGE AUDIENCE (Households (000) & %)	{			3,190													
	SHARE OF AUDIENCE %	%			4.1													
	AVG. AUD BY 1/4 HR %	%			4.1													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					4,120											
	NBC TV				MEET THE PRESS													
	AVERAGE AUDIENCE (Households (000) & %)	{					3,190											
	SHARE OF AUDIENCE %	%					4.1											
	AVG. AUD BY 1/4 HR %	%					4.1											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					4,120											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,190											
	SHARE OF AUDIENCE %	%					4.1											
	AVG. AUD BY 1/4 HR %	%					4.1											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					4,120											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,190											
	SHARE OF AUDIENCE %	%					4.1											
	AVG. AUD BY 1/4 HR %	%					4.1											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					4,120											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,190											
	SHARE OF AUDIENCE %	%					4.1											
	AVG. AUD BY 1/4 HR %	%					4.1											

U.S. TV Households 77,800,000

For explanation of symbols, See page A

DAY SUN. JAN. 11, 1981

TIME	3 00	3 15	3 30	3 45	4 00	4 15	4 30	4 45	5 00	5 15	5 30	5 45	6 00	6 15	6 30	6 45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD BY % HR.

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD BY % HR.

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD BY % HR.

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD BY % HR.

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD BY % HR.

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD BY % HR.

TV HOUSEHOLDS USING TV WK 1  
(See Def 1) WK 2

TV HOUSEHOLDS

To See page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (NYT)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE CAST DAYS
				HOUSEHOLDS 000	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS 000	%	SHARE %				
EVENING MONDAY																	
ABC GATOR BOWL FOOTBALL GAME(S)	1	9.00-12.08AM	~GRID 11.00 11.15 11.30 11.45 12.00	23,420	30.1	11,510	14.8	25	15.6 14.7* 27* 13.8 13.3 11.0 9.5								
EVENING TUESDAY																	
ABC SPECIAL REPORT(SUS)	2	9.16- 9.18PM	9.15														
EVENING THURSDAY																	
NBC ORANGE BOWL GAME(S)	1	8.09-11.36PM	~GRID 11.00 11.15 11.30	32,290	41.5	18,750	24.1	38	25.6 25.9* 46* 24.4								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF SAT	1	8.58- 8.59PM	8.45	19,840	25.5	14,840	25.5	40	25.5	20,230	26.0	20,230	26.0	41	26.0		
CBS NEWSBRIEF SAT	8	8.58- 8.59PM	8.45	11,300	15.3	11,400	15.3	24	15.3	10,500	13.5	10,500	13.5	22	13.5		
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	13,380	17.2	13,380	17.2	27	17.2	12,370	15.9	12,370	15.9	25	15.9		
EVENING SUNDAY																	
ABC ABC NEWSBRIEF SUN	1	8.58- 8.59PM	8.45	13,460	17.3	13,460	17.3	24	17.3	14,180	18.1	14,180	18.1	25	18.1		
ABC SUNDAY NIGHT MOVIE FILM(SUS)	2	10.56-11.00PM	10.45														
CBS CBS NFL PLAYOFF POST(S)	1	7.14- 7.24PM	7.00	27,620	35.5	28,090	36.1	55	40.8 35.6								
CBS 60 MINUTES	1	7.24- 8.24PM	~GRID 8.15	33,450	43.0	26,220	33.7	48	33.2* 47* 31.9								
CBS ARCHIE BUNKER'S PLACE	1	8.24- 8.54PM	~GRID 8.1	20,460	26.3	19,220	24.7	34	24.0								
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45							17,660	22.7	17,660	22.7	32	22.7		
CBS ONE DAY AT A TIME	1	8.54- 9.24PM	~GRID 9.1	20,070	25.8	17,820	22.9	32	31.4								
CBS ALICE	1	9.24- 9.34PM	~GRID 9.45	19,450	25.0	17,820	22.9	31	31.9								
CBS NEWSBREAK SUN.	1	9.22- 9.23PM	9.15	16,100	20.7	16,100	20.7	28	28.7								
CBS JEFFERSONS	1	9.54- 10.24PM	~GRID 10.15	18,520	23.8	16,960	21.8	31	31.3								
CBS TRAPPER JOHN, M.D.	1	10.24-11.24PM	~GRID 11.15	18,280	23.5	14,550	18.7	30	19.2* 34* 18.4								
NBC NFL PLAYOFF GM-SUN(S)	2	5.00- 8.36PM	~GRID 7.30							39,680	51.0	24,510	31.5	49	22.1		
NBC CHIPS	2	8.36- 9.36PM	~GRID 9.15							21,550	27.7	14,860	19.1	27	20.9		
NBC NBC NEWS UPDATE-SUN. CONT'D	1	8.58- 8.59PM	8.45	16,340	21.0	16,340	21.0	29	21.0								



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1				WEEK 2						
DAY NETWORK/PROGRAM	TIME (NYT)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG AUD BY A HR	TELE CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG AUD BY A HR	TELE CAST DAYS
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			SHARE	HOUSEHOLDS (000)	%	SHARE		
FUTURES	10:00-11:00 PM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	11:00-11:35 PM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	11:35-12:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	12:00-12:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	12:35-1:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	1:00-1:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	1:35-2:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	2:00-2:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	2:35-3:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	3:00-3:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	3:35-4:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	4:00-4:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	4:35-5:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	5:00-5:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	5:35-6:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	6:00-6:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	6:35-7:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	7:00-7:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	7:35-8:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	8:00-8:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	8:35-9:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	9:00-9:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	9:35-10:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	10:00-10:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	10:35-11:00 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2	1,100	1.2	1.2	
ABC NEWS	11:00-11:35 AM	1	1,100	1.2	1,100	1.2	1.2		1,100	1.2				

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (NYT)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE CAST DAYS				
				HOUSEHOLDS 000	%	HOUSEHOLDS 000	%	SHARE %			HOUSEHOLDS 000	%	SHARE %								
EVENING MONDAY-FRIDAY-CONT'D																					
ABC 100% WEEK-PART 2				12.00							7,200	3.2	4,300	5.4	5	6.8	TUE.				
				12.15										6.0*	22*	5.3	TUE.				
				12.30												5.3	TUE.				
				12.45										5.3*	27*	5.2	TUE.				
				1.00												5.2	TUE.				
ABC 100% NIGHTLINE MON				12.30	3,810	4.9	3,350	4.3	20	4.3	MON.										
				12.45						4.2	MON.										
ABC POLICE WOMAN				1.00								3,190	4.1	2,570	3.3	27	3.6	WED.			
				1.15										3.5*	26*	3.4	WED.				
				1.30												3.2	WED.				
				1.45										3.2*	28*	3.2	WED.				
ABC POLICE WOMAN-THU.				(SUS)																	
				1.00	4,360	5.6	3,420	4.4	25	4.2	THU.										
				1.15						4.3	THU.										
				1.30						4.3	THU.										
				1.45						4.6	THU.										
ABC 100% WEEK-PART 2				(SUS)																	
				1.00	3,660	4.7	3,420	4.4	24	4.4	TUE.	3,840	5.0	3,740	4.8	34	5.0	TUE.			
				1.15						4.5	TUE.						4.8	TUE.			
				1.30														4.7	TUE.		
				(SUS)																	
CBS NEWSBREAK-M-F				(SUS)																	
				8.45	12,290	15.8	12,290	15.8	25	15.8	M-F										
				8.45								13,850	17.8	13,850	17.8	26	17.8	M-F			
CBS HAPPY NEW YEAR, AMERICA(S)				11.30	16,490	21.2	7,390	9.5	26	10.9	WED.										
				11.45						11.7*	28*										
				12.00						10.7	WED.										
				12.15						9.8*	25*										
				12.30						8.6	WED.										
				12.45						7.7	WED.										
				1.00						7.4*	23*										
				1.15						8.2	WED.										
CBS LATE MOVIE 1				11.30	9,340	12.0	6,150	7.9	24	8.5	MTUTHF	7,860	10.1	5,370	6.9	23	7.7	M-F			
				11.45						8.5*	22*							7.2	M-F		
				12.00						8.0	MTUTHF							7.0	M-F		
				12.15						7.8*	25*							6.6	M-F		
				12.30						7.5	MTUTHF							6.0	M-F		
				12.45						7.0	MTUTHF							4.9	M-F		
				(SUS)																	
CBS LATE MOVIE 1				11.30	4,820	6.2	1,970	5.1	24	5.3	MTUTHF	4,360	5.6	3,580	4.6	26	5.1	M-F			
				12.45						5.4	MTUTHF							4.8	M-F		
				1.00						5.0	MTUTHF							4.6	M-F		
				1.15						4.5*	24*							4.5	M-F		
				1.30						4.8	MTUTHF							2.6	WED.		
				(SUS)																	
NBC NBC NEWS UPDATE-M-F				8.45	12,760	16.4	12,760	16.4	26	15.6	M-F	13,770	17.7	12,910	16.6	24	18.3	M-F			
				9.00														15.2	THU		

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## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES																	
				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (NYT)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D			9 45						9 8	THU							
NBC NBC NEWS UPDATE-M-F-CONT'D			11.30	10,110	13.0	6,300	8.1	24	9 7	M F	10,190	13.1	6,690	8 6	27	3 8	M F
NBC TONIGHT SHOW			11 45				9 1*	23*	8 4	MTWTF				3 5*	26*	9 1	M F
			12 0						8 1	M F						8 6	M F
			12 15				7 4*	23*	7 0	M F				7 7*	28*	6 9	M F
			12 30						8 6	THU							
			12 45				8 2*	31*	7 7	THU							
			1 00						6 7	THU							
NBC MIDNIGHT SPECIAL		12.30- 2.00AM	12.30	5,210	6.7	2,570	3 3	15	3 7	FRI	5,290	6 8	2,570	3 3	15	4 5	FRI
			12 45				3 6*	14*	3 4	FRI				4 2*	16*	3 9	FRI
			1 00						3 4	FRI						3 6	FRI
			1 15				3 4*	16*	3 2	FRI				3 3*	15*	3 1	FRI
			1 30						3 3	FRI						2 5	FRI
			1 45				3 1*	19*	2 9	FRI				2 4*	13*	2 3	FRI
NBC TOMORROW SHOW-1			12.30	3,810	4.9	3,190	4 1	17	4 5	M TH	3,660	4 7	3,070	3 9	20	4 3	M TH
			12 45						3 9	M TH						3 5	M TH
			1 00						4 4	THU							
			1 15						3 8	THU							
			1 30						2 9	THU							
NBC TOMORROW SHOW-2	1		1.00	3,580	4.6	2,490	3 2	19	3 5	M TH							
	2	1.00- 1.56AM	1 00								2,600	3 6	1,870	2 4	18	2 8	M TH
			1 15				3 5*	18*	3 5	M TH				2 7*	18*	2 5	M TH
			1 30						3 1	M TH						2 1	M TH
			1 45				3 0*	19*	2 8	M TH				2 0*	17*	1 9	M TH
			2 00						2 5	THU							
			2 15				2 1*	23*	3 0	THU							
VARIOUS TIMES (505)																	
DAY MONDAY-FRIDAY																	
ABC FYI-12.58(SUS)		12.58-12.59PM	12 45							M F							M F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1 45	8,950	11.5	8,400	10.8	29	10 8	M F	7,700	9.9	7,470	9 6	32	3 6	M F
ABC SUGAR BOWL GAME(S)	1	2.00- 5.34PM	2 00	33,770	43.4	18,130	23.3	44	20 3	THU							
			2 15				21.5*	41*	22 7	THU							
			2 30						21 6	THU							
			2 45				23.9*	45*	24 2	THU							
			3 00						24 7	THU							
			3 15				24 6*	47*	24 5	THU							
			3 30						22 9	THU							
			3 45				21.1*	41*	19 2	THU							
			4 00						22 8	THU							
			4 15				23.6*	45*	24 4	THU							
			4 30						26 1	THU							
			4 45				25 9*	48*	25 6	THU							
			5 00						25 7	THU							
			5 15				23.7*	43*	21 6	THU							
			5 30						22 2	THU							
ABC FYI 2 58(SUS)		2 58- 2 59PM	2 45							M F							M F
ABC 3 58(SUS)		3 58- 3 59PM	3 45							M-F							M-F

A 24 U.S. TV HOUSEHOLDS\* 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

\*HALF-HOUR RATINGS FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%		
DAY MONDAY-FRIDAY-CONT'D																	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15								11,980	15.4	8,400	10.8	27	9.7	WED.
														9.9*	27*	10.1	WED.
																11.5	WED.
														11.8*	28*	12.1	WED.
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							TUE.							M-F
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS COTTON BOWL PARADE(S)	1	10.00-11.30AM	10.00 10.15 10.30 10.45 11.00 11.15	18,520	23.8	10,810	13.9	35	9.5	THU.							
							10.6*	30*	11.7	THU.							
									13.8	THU.							
							14.4*	36*	15.2	THU.							
							16.7*	37*	16.8	THU.							
									16.6	THU.							
CBS MAGAZINE(S)	2	10.00-11.00AM	10.00 10.15 10.30 10.45								5,060	6.5	3,270	4.2	19	4.4	THU.
														4.2*	19*	4.0	THU.
																4.3	THU.
														4.3*	20*	4.2	THU.
CBS TOURNAMENT-ROSES PARADE(S)	1	11.30- 2.00PM	11.30 11.45 12.00 12.15	26,530	34.1	15,090	19.4	37	17.5	THU.							
							18.2*	38*	18.8	THU.							
									19.2	THU.							
							19.3*	38*	19.3	THU.							
			12.30 12.45 1.00 1.15 1.30 1.45				20.8*	39*	20.9	THU.							
									20.7	THU.							
							20.1*	37*	20.5	THU.							
									19.7	THU.							
							18.5*	34*	18.6	THU.							
									18.4	THU.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,540	8.4	6,380	8.2	26	8.2	MTUWF	5,680	7.3	5,450	7.0	27	7.0	M-F
CBS AS THE WORLD TURNS-FRI(B)	1	2.00- 3.00PM	2.00 2.15 2.30 2.45	8,320	10.7	6,460	8.3	24	8.5	FRI.							
							8.6*	25*	8.6	FRI.							
									8.2	FRI.							
							8.1*	23*	8.0	FRI.							
CBS COTTON BOWL GAME(S)	1	2.00- 5.15PM	2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00	22,020	28.3	7,860	10.1	19	12.7	THU.							
							11.8*	23*	11.0	THU.							
									10.7	THU.							
							10.6*	20*	10.6	THU.							
									10.6	THU.							
							10.3*	20*	10.1	THU.							
									9.5	THU.							
							10.8*	21*	12.0	THU.							
									10.8	THU.							
							10.1*	19*	9.3	THU.							
									8.9	THU.							
							8.5*	16*	8.0	THU.							
									7.0	THU.							
CBS PEACH BOWL(S)	1	3.00- 6.04PM	3.00 3.15 3.30 3.45	17,120	22.0	6,690	8.6	21	7.1	FRI.							
							7.1*	20*	7.1	FRI.							
									7.7	FRI.							
							7.7*	20*	7.7	FRI.							

CONT'D

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D			4.00						7.9	FRI.							
CBS PEACH BOWL(S)-CONT'D			4.15				8.0*	21*	8.1	FRI.							
			4.30						7.7	FRI.							
			4.45				7.7*	19*	7.7	FRI.							
			5.00						9.5	FRI.							
			5.15				9.7*	23*	9.8	FRI.							
			5.30						10.9	FRI.							
			5.45				11.3*	25*	11.7	FRI.							
			6.00						11.6	FRI.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,850	8.8	6,460	8.3	22	8.3	M-W	5,210	6.7	4,980	6.4	18	6.4	M-F
CBS AFTERNOON PLAYHOUSE(S)	2	4.00- 5.00PM	4.00								8,710	11.2	6,070	7.8	20	6.9	TUE.
			4.15											7.1*	19*	7.2	TUE.
			4.30													8.3	TUE.
			4.45											8.4*	21*	8.6	TUE.
CBS FESTIVAL OF LIVELY ARTS(S)	1	5.15- 6.00PM	5.15	4,980	6.4	3,110	4.0	7	3.4	THU.							
			5.30						4.0	THU.							
			5.45				4.3*	8*	4.6	THU.							
NBC TODAY SHOW-8.30AM THU(B)	1	8.30- 9.00AM	8.30	4,200	5.4	3,500	4.5	20	4.7	THU.							
			8.45						4.3	THU.							
NBC NBC STAR SALUTE(S)	1	10.00-11.30AM	10.00	11,900	15.3	5,760	7.4	21	5.2	THU.							
			10.15														
			10.30						5.7*	20*							
			10.45						7.8*	23*							
			11.00						8.3	THU.							
			11.15						8.6*	21*							
NBC TOURNAMENT-ROSES PARADE(S)	1	11.30- 2.00PM	11.30	21,010	27.0	11,510	14.8	29	11.6	THU.							
			11.45						12.1*	25*							
			12.00						14.1	THU.							
			12.15						14.4*	29*							
			12.30						15.4	THU.							
			12.45						15.9*	30*							
			1.00						16.3	THU.							
			1.15						16.0*	30*							
			1.30						16.5	THU.							
			1.45						15.8*	29*							
NBC ROSE BOWL FOOTBALL PRE(S)	1	4.30- 4.45PM	4.30	5,130	6.6	5,210	6.7	13	6.7	THU.							
NBC ROSE BOWL GAME(S)	1	4.45- 8.09PM	4.45	33,220	42.7	17,040	21.9	37	6.6	THU.							
			5.00						8.9	THU.							
			5.15						12.0*	22*							
			5.30						24.4	THU.							
			5.45						24.9*	45*							
			6.00						25.3	THU.							
			6.15						23.9*	40*							
			6.30						22.8	THU.							
			6.45						23.6*	38*							
			7.00						26.5	THU.							
			7.15						26.5*	42*							
			7.30						27.3	THU.							
CONT'D																	



## NielSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS
				HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE			%	HOUSEHOLDS	%	HOUSEHOLDS	%		
NETWORK/PROGRAM	#	(N.Y.T.)	HR	(000)	%	(000)	%	%	%		(000)	%	(000)	%	%	%	
DAY MONDAY-FRIDAY-CONT'D																	
NBC ROSE BOWL GAME(S)-CONT'D			7.45 8.00				27.2*	42*	27.1 26.2	THU. THU.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	1,790	2.3	1,790	2.3	23	2.3		3,190	4.1	2,960	3.8	31	3.8	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	7,310	9.4	7,000	9.0	31	9.0		6,920	8.9	6,610	8.5	30	8.5	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	7,470	9.6	7,240	9.3	31	9.3		7,390	9.5	7,000	9.0	32	9.0	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	6,690	8.6	5,600	7.2	24	7.2		6,150	7.9	5,290	6.8	23	6.8	
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,020	2.6	1,950	2.5	23	2.5		3,110	4.0	3,030	3.9	28	3.9	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,360	5.6	4,120	5.3	35	5.3		4,900	6.3	4,510	5.8	32	5.8	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,520	7.1	5,450	7.0	32	7.0		6,610	8.5	6,220	8.0	36	8.0	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	6,920	8.9	6,610	8.5	31	8.5 8.6		8,170	10.5	7,780	10.0	37	9.9 10.1	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,840	7.5	5,600	7.2	24	7.2		6,540	8.4	6,220	8.0	27	8.0	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,990	7.7	5,840	7.5	24	7.5		6,380	8.2	5,680	7.3	24	7.3	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	7,000	9.0	6,150	7.9	23	7.9		6,150	7.9	5,680	7.3	24	7.3	
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15								7,000	9.0	6,380	8.2	25	8.2	
CBS CBS NFL PLAYOFF-SAT.(S)	1	12.30- 4.03PM	-GRID 4.00	31,350	40.3	18,750	24.1	57	24.8								
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45								5,760	7.4	5,450	7.0	23	7.0	
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								5,910	7.6	5,450	7.0	23	7.0	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	1,790	2.3	1,790	2.3	23	2.3		2,020	2.6	1,950	2.5	21	2.5	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,260	2.9	2,180	2.8	20	2.8		2,570	3.3	2,410	3.1	18	3.1	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,350	4.3	3,190	4.1	20	4.1		3,350	4.3	3,270	4.2	19	4.2	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,500	4.5	3,500	4.5	18	4.5		3,660	4.7	3,500	4.5	17	4.5	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,970	5.1	3,730	4.8	17	4.8		3,270	4.2	3,110	4.0	14	4.0	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,060	6.5	4,820	6.2	22	6.2		4,120	5.3	3,970	5.1	18	5.1	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	5,600	7.2	5,520	7.1	23	7.1		4,120	5.3	4,050	5.2	18	5.2	
NBC ASK NBC NEWS-11:58AM		11.58-12.00PM	11.45	6,540	8.4	6,150	7.9	24	7.9		4,820	6.2	4,670	6.0	20	6.0	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	5,910	7.6	5,680	7.3	21	7.3		3,730	4.8	3,500	4.5	15	4.5	
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	2	10.30-11.05AM	-GRID 11.00								3,660	4.7	3,030	3.9	14	3.8	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,030	3.9	2,960	3.8	14	3.8		3,350	4.3	3,190	4.1	14	4.1	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,650	3.4	2,410	3.1	10	3.1		2,490	3.2	2,410	3.1	10	3.1	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	780	1.0	620	.8	10	.8		780	1.0	700	.9	10	.9	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	540	.7	540	.7	6	.7		700	.9	620	.8	6	.8	
CBS CBS NFL CHAMPIONSHIP GAME(S)	2	1.00- 4.12PM	-GRID 4.00								37,730	48.5	27,150	34.9	67	38.5	



